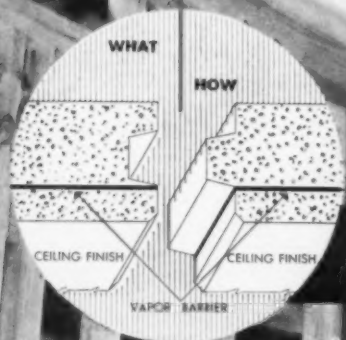


MAY 1959

American Builder

A SIMMONS BOARDMAN TIME SAVER PUBLICATION • 75¢



Fastest roof system yet...p. 100

THE NUTONE BUILT

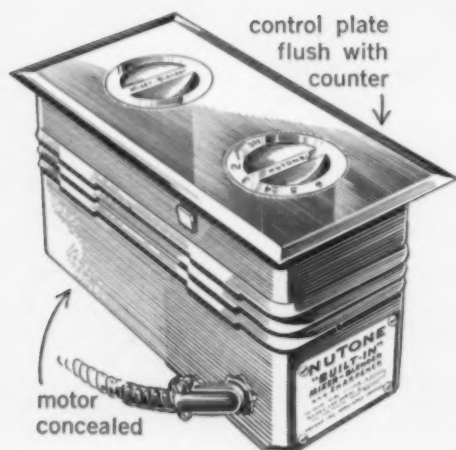
One Built-In Power Unit for Six

EVEN MRS. OCTOPUS HATES "PLUG-IN CLUTTER"



WOMEN ARE FED UP WITH "PLUG-IN" FOOD APPLIANCE PROBLEMS LIKE

Tangled Cords • Heavy Lifting • Wasted Space



AT LAST.. ALL THESE PROBLEMS SOLVED.
WITH THE NUTONE BUILT-IN FOOD CENTER

So easy to install in your kitchen counters. NuTone's Food Center is completely recessed and out of sight. No tangled "plug-in" cords.. No wasted work space.. No need to drag heavy portable "plug-in" appliances with bulky motors attached.. No crowded storage problems.

The NuTone Built-in Food Center stores itself. All the attachments are light weight and easy to handle. Keeps kitchens uncluttered and neat.. because the stainless-steel control plate is flush with the counter top. The powerful, concealed motor operates six food appliances.

Living with NuTone!

IN FOOD CENTER!

Food Appliances



1. SHREDDER



2. MIXER



3. BLENDER



4. GRINDER



5. SHARPENER



6. JUICER

NEW SHREDDER SLICER...one of six food appliances operating from the powerful built-in Food Center.

NOW...THE NUTONE FOOD CENTER POWER UNIT ONLY \$42.50 LIST

It's no wonder this **NUTONE BUILT-IN FOOD CENTER** is so popular with homemakers. There's no limit to its daily use in the kitchen for all food preparation. It shreds, slices, mixes, grinds, juices and even sharpens knives!

What a wonderful built-in feature to "perk-up" sales for your new homes...and the moderate cost is so easy on your budget. The Nutone Built-In "all-purpose" power unit lists for only \$42.50, with a choice of six interchangeable food appliances at a low cost. Here's a "sales-closer" which has proved itself in homes of America's Leading Builders.



FREE CATALOGS and INSTALLATION DATA
Write **NUTONE, INC.** Dept. AB-5
Cincinnati 27, Ohio

SEE OTHER SIDE →

• *Homemaking is Easier with NuTone!*

NuTone's Intercom-Radio is a step-saver. Fills the home with radio music.

NuTone Door Chimes make any home more inviting with a "friendly greeting".

U. S. and Foreign Patents



INTERCOM-
RADIO



DOOR
CHIMES



CEILING
HEATERS

NuTone *Electrical Built-Ins*

EXHAUST
FANS



HOOD-
FANS



NuTone's Ceiling Heaters provide instant heat for toasty-warm Bathrooms.

NuTone's Exhaust Fans get rid of cooking odors grease, steam, excess heat.

NuTone's Range Hood-Fan ... acts like a huge vacuum to keep kitchen air fresh.

← SEE OTHER SIDE

• *Home Selling is Faster with NuTone!*

FREE CATALOGS & INSTALLATION DATA.. Write NUTONE, INC. Dept. AB-5 Cincinnati 27, Ohio

Easy Care! Housewives can clean beneath the Briggs "King" with the merest flick of mop or broom. This wall-hung model eliminates awkward dust-catchers and hard-to-reach space between wall and fixtures.



THIS BRAND DOES MAKE A DIFFERENCE!

*Let these modern features of
Briggs Beautyware build sales for you*



Exclusive Color Inserts key Briggs fittings to the glowing, decorator colors of Briggs Beautyware fixtures. Note the distinctive styling by Harley Earl, Inc.



Low Ledge Back combines with subtly modeled basin to create the clean, modern look of the Briggs "Whitman" vitreous china lavatory. Here's eye appeal typical of Briggs Beautyware!

The complete Briggs Builder Promotion can help you sell homes with Briggs Beautyware. Get full information from your Briggs representative.



Exclusive Briggs Porcelain Finish is glass-smooth, fused right into Briggs Vitreous Enameling Iron. The result: true, nonfading colors that resist acid and chipping.

BRIGGS

B E A U T Y W A R E

AMERICAN BUILDER, published monthly by Simmons-Boardman Publishing Corp., Emmett Street, Bristol, Connecticut. Second class postage paid at Bristol, Connecticut. Subscription price: U. S., Possessions and Canada, \$8.50 for one year, \$7.00 for three years, May issue, Volume 81, No. 5. Subscription correspondence to AMERICAN BUILDER, Emmett Street, Bristol, Connecticut.

sleet

snow

hail

rain

FEATURE QUALITY AT LESS COST



complete weather seal

plus full five year guarantee

Climate-proof weather seal! Another feature that pulls prospects. It's standard equipment with Berry. Heavy-gauge steel across the top and on both sides. For the base—a special vinyl weather seal that won't crack, rot or freeze to ice. What's more—the complete Berry package includes all components necessary for installation—nuts, bolts, track hangers and brackets. Installation's easy. The price—low! And you're protected with a full five year guarantee.

No wonder Berry outsells all other residential garage door manufacturers. One-piece or sectional models. See your distributor or write: Berry Door Corp., 2400 E. Lincoln, Birmingham, Mich. In Canada: Berry Door Co., Ltd., Wingham, Ont.

Berry
STEEL DOORS

The Opportunity Page

(Keynote page of the AMERICAN BUILDER, which is opportunity cover to cover, advertising and editorial)

"Wooden" you know?

A "one-stop" information center has been organized by the National Lumber Manufacturers Assn. It provides a full range of services to help you answer any questions you have about wood and lumber products. Inquiries should be sent to: Wood Information Center, National Lumber Manufacturers Assn., 1319 18th St., N.W., Washington 6, D.C. Complete, up-to-date information will be sent to you, free of charge.

New prefab financing plan

Something new in financing a model home has been introduced by Inland Homes Corp. for its new Thunderbird series. The plan allows you to erect a model home with no drain on your working capital. Construction financing can be processed in a maximum of seven days. The loan will be in the amount of the "typical total direct cost of the Thunderbird model home."

Best feature of the plan is that the loan will actually cost you nothing. It will be secured by a conventional mortgage and note, and interest will be waived when the model home is "properly furnished and promoted." The loan will be made in two payments. The first—50% of the amount—will be made when the house package is shipped to the model house site. The second, also 50%, will be made when the model is completed and furnished for showing.

Community service pays off

A satisfactory builder-buyer relationship is a key sales aid. The Kaufman & Broad Building Co. of Detroit recently came up with a new approach to this idea and earned the thanks of many new residents in their Home Haven development.

To make it easier for the home owners to register for a forthcoming election, the builders turned one of their model homes into a registration office. The plan was worked out with the

co-operation of the supervisor of the township.

A good relationship with your buyers is just one way to "merchandise" your homes. You'll find lots more that any builder—large or small—can use in our special merchandising feature, beginning on page 84.

X marks the spot



Keeping your name constantly before the public is important. But it can be costly. Here's a method used in California which any builder can adopt. As a permanent reminder to

home buyers and their visitors, the American Housing Guild places a concrete stamp (left) on the driveway of each home. It's inexpensive and a sure-fire way to "make your mark" in the public's mind.

Remodeling—big things to come

You're missing plenty if you don't get your share of the ever-growing remodeling market. Just look at this prediction: "Six out of 10 American homes are acutely in need of rehabilitation—and a minimum of \$20,000,000,000 should be spent this year to repair them." This startling statement was made by David O'D. Kennedy, president, Kentile, Inc. It followed a nation-wide home improvement survey made by that company. The survey showed that five out of every ten homes in the United States—or 25 million units—are badly in need of repair and improvements. And one out of every 10—or five million homes—is substandard.

To encourage home owners to remodel, FHA will participate in a two-year program to "educate the American public on the merits of home modernization and repair." For the latest information on how to be a profitable remodeler be sure to see AMERICAN BUILDER's big remodeling issue in July.

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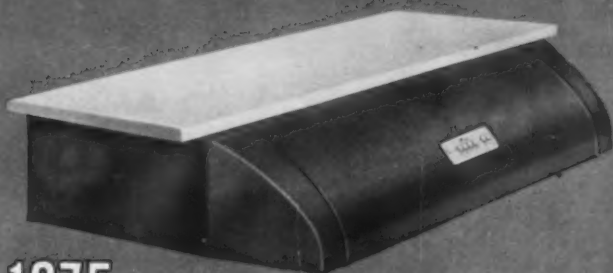
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95 SERIES

The hood with everything • Smart, slim-trim lines plus sparkling gold mylar instrument panel • Exclusive powerful 10 inch radial impeller—a must for efficient kitchen ventilation • Takes no cabinet space • Pre-wired • Easy to remove and clean filter • Tough epoxy finish.

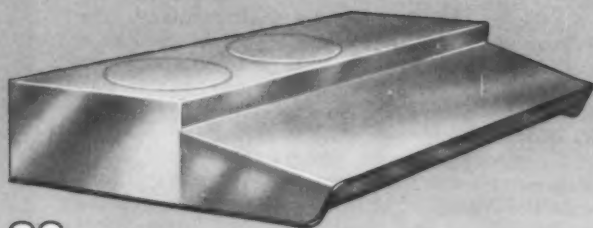


1075 SERIES

Adjusts from 30" to 42" to fit any standard or odd sized cabinet • Exclusive powerful 10" radial impeller for most efficient kitchen ventilation • Push button controls • Easy to clean filter • Built-in light.

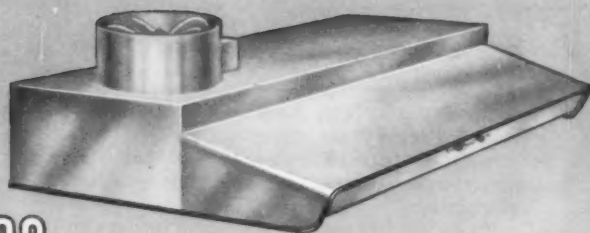
BUY FASCO HOODS FOR

- ◀ Fresh, modern styling
- ◀ Outstanding, exclusive features
- ◀ Easy, economical installations



93 SERIES

Slim-trim, modern design • Can be used in kitchens that have in-the-wall ventilators. Gold mylar instrument panel • Pre-wired control switches • Built-in light • Durable epoxy finish.



92 SERIES

Smart, slim-trim design at a budget price • Built-in light • Built-in filter • Low cost installation • Built-in ventilator • Vinyl safety trim • Up front controls.

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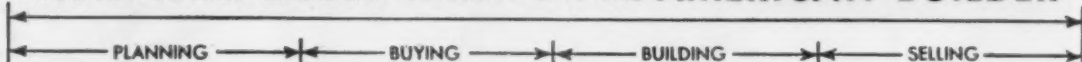
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"NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"



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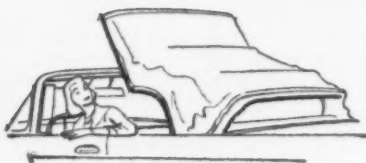
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A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION



Removability...



makes the big difference

Will the people who buy your homes this summer be happy with their windows next winter? Smart builders know that satisfied home owners are their best salesmen. Owners of homes with R·O·W Removable Wood Windows are real boosters for the builders who specified them. These owners praise the windows that can be cleaned or reglazed, safely—in half the time—inside the house. Extra features do help sell homes and they do keep homes sold.

Original cost is a little more than the lowest priced units. The *eventual cost* is less, even with the extra features of quality millwork, removability, and the LIF-T-LOX balancing mechanism which assures finger-pressure ease of operation. With sash removed, installation and painting time can be cut in half. Expensive call-backs are reduced to the minimum.

Removability makes the big difference in your installation cost and in buyer satisfaction.



R·O·W and LIF-T-LOX are the registered trade-marks of the R·O·W Sales Company

R·O·W SALES COMPANY • 1301-5 ACADEMY AVENUE • FERNDALE 20, MICHIGAN

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9



Heat and cool with this compact TRANE Climate Changer! Small dimensions meet modern construction requirements. Cooling unit may be added later—so you may offer optional cooling. 2, 3 and 5-ton cooling capacities.

Sell your homes faster this spring with versatile Trane Air Conditioning

Offer heating and cooling—or optional cooling—with these new, thrifty Trane Climate Changer units

The homes you build for sale this year can be "upgraded"—made more attractive to buyers—if you install TRANE Climate Changer units. Yet, you need not price yourself out of the market—because these TRANE heating or heating-cooling units are competitively priced, simple to install.

With TRANE Climate Changers, you offer your prospective buyers *exactly what they want*: you may install just the heating unit when you build, offer cooling as an optional feature. And with TRANE, you may choose either forced warm air or hot water heat; there's a matched TRANE cooling unit to go with either. And every TRANE Furnace has been designed to go with cooling. The cooling unit may be added when you sell the home or it may be added later . . . easily, economically.

And TRANE offers you a complete range of capacities, with gas or oil-fired models for any size, any type of home.

Designed and built by a leader in air conditioning, TRANE Climate Changers are built in a new, modern plant designed exclusively for manufacturing residential air conditioning equipment. And every TRANE installation is

handled by a qualified engineering contractor. The name TRANE on the heating-cooling system you install will help uphold your reputation as a quality builder.

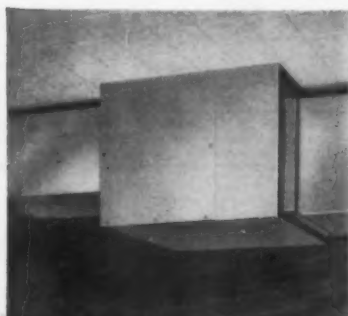
Want More Facts? Call your nearby TRANE Sales Office, or write TRANE, La Crosse, Wisconsin.

For any air condition, turn to

TRANE

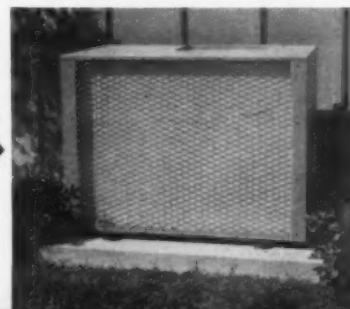
MANUFACTURING ENGINEERS OF AIR CONDITIONING, HEATING, VENTILATING AND HEAT TRANSFER EQUIPMENT

THE TRANE COMPANY, LA CROSSE, WIS. • SCRANTON MFG. DIV., SCRANTON, PA.
CLARKSVILLE MFG. DIV., CLARKSVILLE, TENN. • TRANE COMPANY OF CANADA, LIMITED, TORONTO
87 U. S. AND 19 CANADIAN OFFICES



◀ **Cooling that matches any heating system!** This Climate Changer fan-coil unit tucks away in attic, utility room, basement or behind partition. Takes only 5 sq. ft! Perfect for use with TRANE Baseboard and similar types of heating systems.

▶ **Needs no water!** This compressor and condenser unit is used with the TRANE Climate Changers described above. Air-cooled, it eliminates water supply and disposal problems. Installed outside the home or building.



AMERICAN BUILDER Impact

AMERICAN BUILDER's campaign for action...

**This Building Business:
It's Bigger Than You Think**

No man with the smell of sawdust in his system can walk through the vast display areas and meeting halls of this \$1,000,000 builder's convention without a surge of pride. For it reminds us that we are part of a truly great and dynamic industry—the country's largest.

Count up the score: 200,000 builders and remodeling contractors, 30,000 retail material dealers, 800,000 carpenters and carpenter-contractors, 175,000 brick and stone masons, 16,000 manufacturing firms—in some just a few. And also—

It's Our No. 1 GROWTH Industry

Put down that that cup of coffee and take a look at tomorrow.

To keep pace with our expanding, on-the-move U.S. population we should be building 50% more houses than in recent years. American Builder's economic studies show a positive need for 1½ million homes in the next five years. That's an average of 1½ million a year just to keep pace with GROWTH—not raise our living levels one iota. Building needs to expand—

So Stop Keeping It Under Wraps

Builders—and the public too—are fed up with an out-of-date U.S. fiscal program that restricts growth. Builders might well have put up a million more houses than they did in the past 5 years. They were blocked by a negative financial policy. We urge the new Congress to take a bold, progressive stand—

And Adopt A GROWTH-Minded Policy

Builders do not want inflationary business. What they

**Building Markets
Are on the Move**

We pointed out in our lead editorial yesterday that home building is America's No. 1 growth industry. It must expand mightily in the years ahead to keep pace with an explosive growth in population and to replace millions of obsolete dwellings.

We expect the new Congress to view housing as a major constructive force in our economy and to set the stage for a vigorous expansion of our industry. The goal should be 1½ million homes a year in the next 5 years and 2 million by 1970.

So builders with mind on their feet but eyes on the future will be looking to new areas of opportunity. At least 100 such areas are revealed in 6 new "growth study" by American Builder researchers. Trenton, N. J. heads our list, with a growth of 142.9% in housing starts predicted for the next five years over the past five. Next comes Durham, N. C., with a growth of 138.9% in the next five years. Some other hot spots to keep your eye on: New Haven, Conn., +117%; the counties of Lorain-Kyrin, Ohio, +118%; Springfield, Ill., +107%; Houston, Texas, +97.5%; San Jose, Calif., +98.9%; Ft. Wayne, Ind., +99.9%; Miami, Fla., +84%; Portland, Ore., +92%. So you can lay your bets on that—

Builders Too Are Also on the Move

They're not only on the move to new growth areas. A flood of new small firms is starting—about 10,000 a year. Many small firms are expanding. And at the top, we must admit, some big builders go broke and go back to sub-contracting. So when you hear there are 200,000 small builders in the

MARKETS ON THE MOVE:

the dynamics of housing demand in major areas of change 1959-1965

THE TWO EDITORIALS shown above (left and center) appeared in the NAHB-AMERICAN BUILDER Convention

Daily. Copies were sent, along with AMERICAN BUILDER's research report (right), to every member of Congress.

...draws Congressional praise and promises

Your informative publication *Markets on the Move*... contains important statistical data which should have decided influence on Congressional efforts to prepare sound housing legislation.

Your opinions are greatly appreciated, and I shall confer immediately with the Honorable Albert Rains, chairman of the subcommittee in the House of Representatives which considers housing problems.

D. S. Saund
U.S. Representative, Calif.

... I am particularly pleased to have the information available at this time when we are considering the Housing Act.

Ralph Yarborough
U.S. Senator, Tex.

... I found your editorials of great interest.

I agree with your statement that the time is overdue for sound, long-range housing legislation.

Hubert H. Humphrey
U.S. Senator, Minn.

... Your excellent research project, *Markets on the Move*... will be most helpful to me as my study of our housing problems continues. Your remarks are both interesting and informative.

Joel T. Broyhill
U.S. Representative, Va.

... It is indeed helpful for me to have the views of AMERICAN BUILDER as the Congress enters into the consideration of legislation in federal housing.

James Roosevelt
U.S. Representative, Calif.

... I agree with you that housing must expand, and I will do my best to see that this is accomplished.

Frank E. Moss
U.S. Senator, Utah

... At the present time I am making a study of housing problems, which I regard of keen importance to my constituents and the nation as a whole. In this connection, I believe your editorials

will be most helpful to me.

John V. Lindsay
U.S. Representative, N.Y.

... The articles are of much interest and I can assure you they will be most helpful in considering federal housing legislation during the present session of Congress.

John J. Williams
U.S. Senator, Del.

... The housing problem is of real interest to me, and I am happy to have the opportunity to read this report on this very important subject.

Roman C. Pucinski
U.S. Representative, Ill.
(Continued on page 204)

NEXT MONTH: read the first in a new series of articles on builders and markets on the move.



"EVERYTHING HINGES ON HAGER!"

C. Hager & Sons Hinge Mfg. Co. • St. Louis 4, Mo.
In Canada, Hager Hinge Canada Limited • Kitchener, Ontario

Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



AMERICAN BUILDER

The Building Outlook

SMALL TALK

UNHANDYMAN'S GLOSSARY*

Warning: we advise against using these definitions when giving instructions to your crews:

Grout—sore foot.
Prime coat—paid more for your new coat than ever before.
Awl—complete.
Bit—what happens when someone falls for a "something-for-nothing" home-improvement canvasser.
Solvent—the time between getting your check and paying your bills.
Batts—crazy.
Staple—house for horses.
Elbow Joint—no seats at the bar.
Putty—very nice to look at.
Flue—took an airplane.
Watt—how's that again?
Volt—ballot.
Zinc—where you wash your dishes.
Plane—not fancy.
Flashing—light goes off and on.
Rotary Mower—handy-man gardener who belongs to the Rotary.
Louvers—sweethearts.

* Reprinted from Indianapolis Times.

ONE BIG PANE

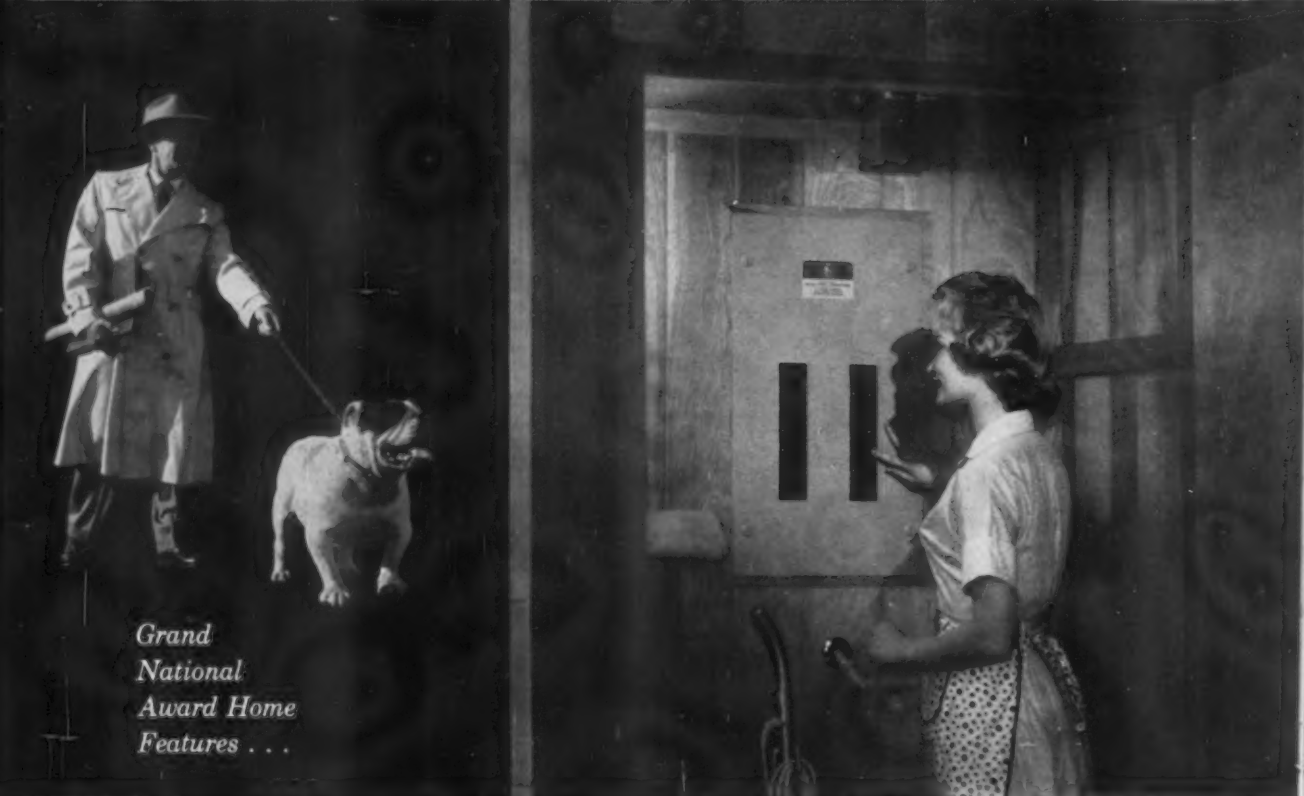
An idea which could revolutionize exterior architecture is being studied at Pennsylvania State University. William Hajjar, architecture professor, calls it "air-wall construction." Whole buildings would be enclosed in a glass package. A blanket of air would circulate around-and-around or up-and-down between the wall and the glass. It is said the glass would protect the building, eliminating weatherproofing problems. Circulating air would be a built-in climate control. Sun-warmed air would be moved to the cool sides of the building, while cool air would be circulated to warm sides. In winter, heat could be added, eliminating duct systems.

1,300,000 STARTS IN 1959 looks like a good bet. Most private and governmental agencies are optimistic. A Michigan University Research Center survey, for example, showed a marked increase in the number of persons who plan to buy houses this year. The increase—about the same as in 1955-56—was greater than the increase in consumer plans to buy any other durable goods. Another optimistic note: general economic conditions are the brightest in a long time. A more than seasonal drop in unemployment, accompanied by a substantial rise in employment, was reported last month. Also, business activity continued to advance through March, making the first quarter of 1959 a new high for the economy.

THE BIG IF for housing continues to be linked with prompt passage of satisfactory housing legislation. Particularly important is the need for a hike in the VA interest rate to 5¼ per cent. As many as 100,000 starts may depend on this increase. One big worry: although both House and Senate have agreed to raise the limit, it could be killed by a Presidential veto of pending housing legislation. If this occurs there's no assurance that Congress would pass another bill before it recesses. The housing bill—still bogged down in red tape as **AMERICAN BUILDER** went to press—contains many provisions which the Administration is dead-set against. As late as April 8, Housing Administrator Norman Mason hinted at a possible veto when he said there is still hope for 1959 housing legislation that "won't tap the taxpayer's pocketbook for a full 40 years." He emphasized that the bills—as they were then constituted—contrasted with the President's recommendations for housing legislation "consistent with what we taxpayers can afford."

ANOTHER THORNY PROBLEM: worry over the availability of mortgage money. A report from NAHB's economic department points out that "it is not expected that bank credit will be as freely available as it was in 1958 when the commercial banking system provided approximately one-third of all net new money needs, both short- and long-term. . . . While it is probable that the flow of new funds from lenders other than the commercial banking system will increase in 1959, it is equally probable that the demand for all kinds of funds will be somewhat greater than it was last year. Taken together, these probabilities indicate continued tightness in the funds market, both short- and long-term."

*Grand National Award Home
Gerholz Community Homes, Inc.
Flint, Michigan*



*Grand
National
Award Home
Features . . .*

PUSHBUTTON CONVENIENCE . . . EXCLUSIVE WITH PUSHMATIC

Top builders across the country are adding safety, convenience and smartness to their homes with modern Pushmatic Electri-Centers®.

This up-to-the-minute service entrance equipment can be an important extra sales feature for you, too. Pushmatic guards every electrical circuit in the home, including heavy appliances, and provides capacity for future needs as well. You'll find home owners go for

this extra safety feature . . . and for the exclusive pushbutton convenience that replaces old-fashioned fuse changing. You'll clinch sales with the fact that your homes are equipped for the most

modern, convenient electrical living.

Specify Pushmatic . . . and you specify *proved* performance to complement your finest homes.

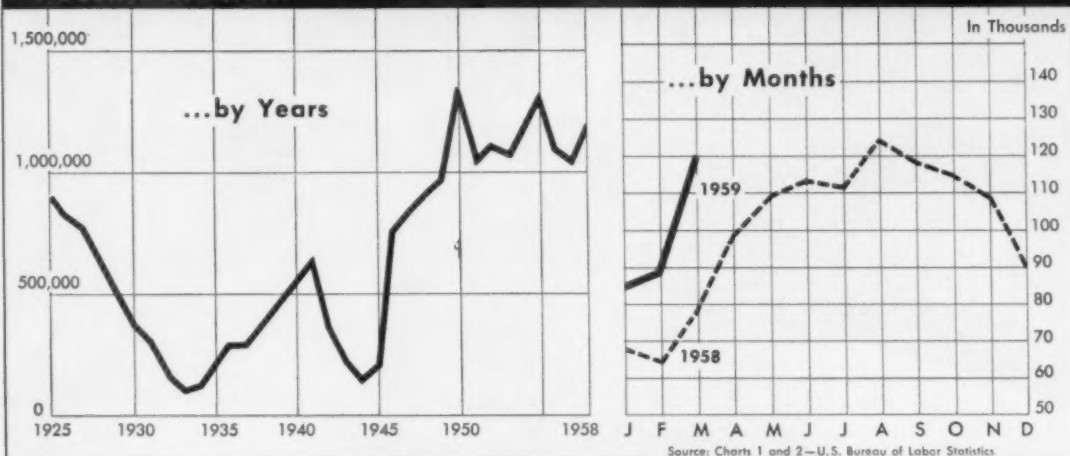


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I-T-E CIRCUIT BREAKER COMPANY
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Pulse of Building

HOUSING STARTS...



Interpretations: 1 **HIGHEST MARCH ON RECORD:** Housing starts totaled 120,000, giving a seasonally adjusted annual rate of 1,440,000. First quarter total starts were 299,000—also the best first quarter on record.

The strength of new housing starts is clearly evident in the record first-quarter total of 299,000. The 37% increase over last year, all in private housing, included expansions in FHA-VA programs, as well as in conventionals. The increase occurred in all parts of the country. Best gains in February and March came in the North Central states. This expansion in private residential building—plus gains in other private work—more than offsets continued weakness in office and industrial building.

15 LEADING HOME BUILDING AREAS

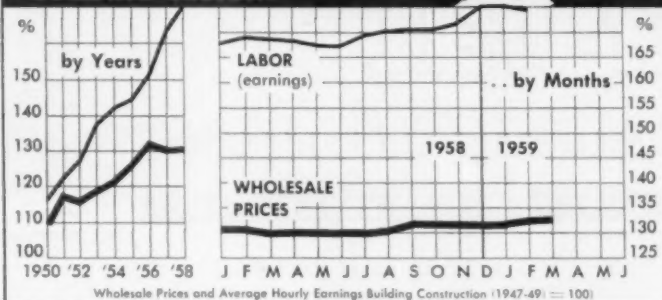
Dwelling units built in Metropolitan areas during 1958. (BLS)*

	Units	% Change 1957-58
New York	84,159	+27
Los Angeles	80,562	**
Chicago	43,631	+5
San Francisco	25,157	+34
Detroit	23,742	-2
San Diego	22,829	+40
Washington	22,455	+60
Philadelphia	20,793	+2
Miami	18,761	+2
Phoenix	16,196	+37
Denver	11,170	+38
Baltimore	10,979	-9
Cleveland	10,352	-12
Atlanta	10,337	+35
Seattle	10,300	+29

* Based on building permit reports and estimates for nonpermit issuing parts of these areas.

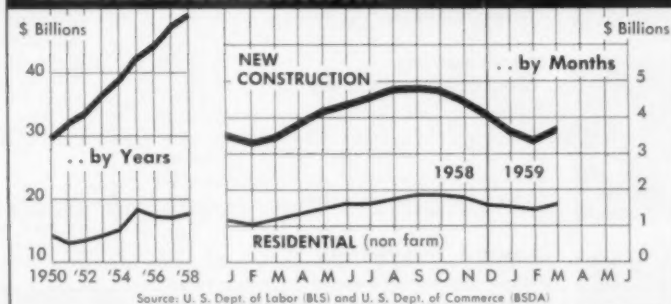
** Change of less than 1/2 of 1%.

BUILDING COSTS...



2 **RISE AGAIN,** wholesale prices hit 133.8, mainly reflecting gains in Douglas Fir and some other lumber items and also in copper water tubing and plumbing equipment. February earnings dipped slightly.

CONSTRUCTION ACTIVITY...



3 **A SEASONAL RISE** in March new construction contributed to a record first quarter total of \$10.9 billion. This was 12% above the same 1958 period. Expanded private residential building led the field.



Courtesy Pittsburgh Plate Glass Company
Manufacturers of "Twinow" Glass

From every viewpoint...

BILT-WELL Casement Windows

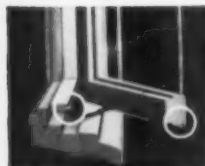
Add Sales-Appeal to your homes

On the outside...



Modern, Uncluttered Exterior

Hinges, fastened to the frame, head jamb and sill, are completely concealed. No exposed hardware to rust, corrode or mar the clean, simple lines of the window. Lack of exterior hinges makes the BILT-WELL Casement burglar-proof, too!



Fuel-saving Weathertightness

Two complete, independent systems of weatherstripping keeps cold air out, warm air in. Tests show BILT-WELL Casement Windows save as much as \$28.00 a year on average twenty-window home.



Design Flexibility

Unique utilized sill permits changing of exterior appearance simply by varying window arrangements. Units can be joined in any number of combinations without the need for special sills or extra framing.

On the inside...



Finger-tip Operation

Trouble-free worm gear operator on sill provides easy, quiet, maintenance-free opening and closing.



Easy Cleaning

Sash swings out to a full 90° to permit washing of inside and outside of glass from the inside.



Maximum View

The precision construction of BILT-WELL Casements assures necessary strength with minimum framing, providing larger glass area.



Simple Maintenance

Lightweight storm and screen panels are designed to lock quickly onto the inside of the sash.

No other window on the market offers the extra consumer-appealing features and cost-saving installation advantages of the BILT-WELL Casement Window. Yet, BILT-WELL Casements are competitively priced. Ask your building supply dealer about them today, or write CARADCO for full specifications.

BILT-WELL WOODWORK

Manufactured since 1866 by **CARADCO, INC.**, Dubuque, Iowa
(formerly Carr, Adams & Collier Company)

For complete information on BILT-WELL Products see 1959 Sweet's Architectural 17c/Car and 24b/Car, or Sweet's Light Construction 6c/Car and 12a/Car.

Tomorrow's House



OPEN: At full extension, shelves provide ample storage space for tomorrow's housewife. Since this unit moves up or down electrically, any shelf can be brought to the level at which it is most accessible.

CLOSED: Tucked away behind counter tops are shelves for food and houseware. Back portion of Power Storage Center, a developmental model by General Electric, rises silently, can be stopped at any height.

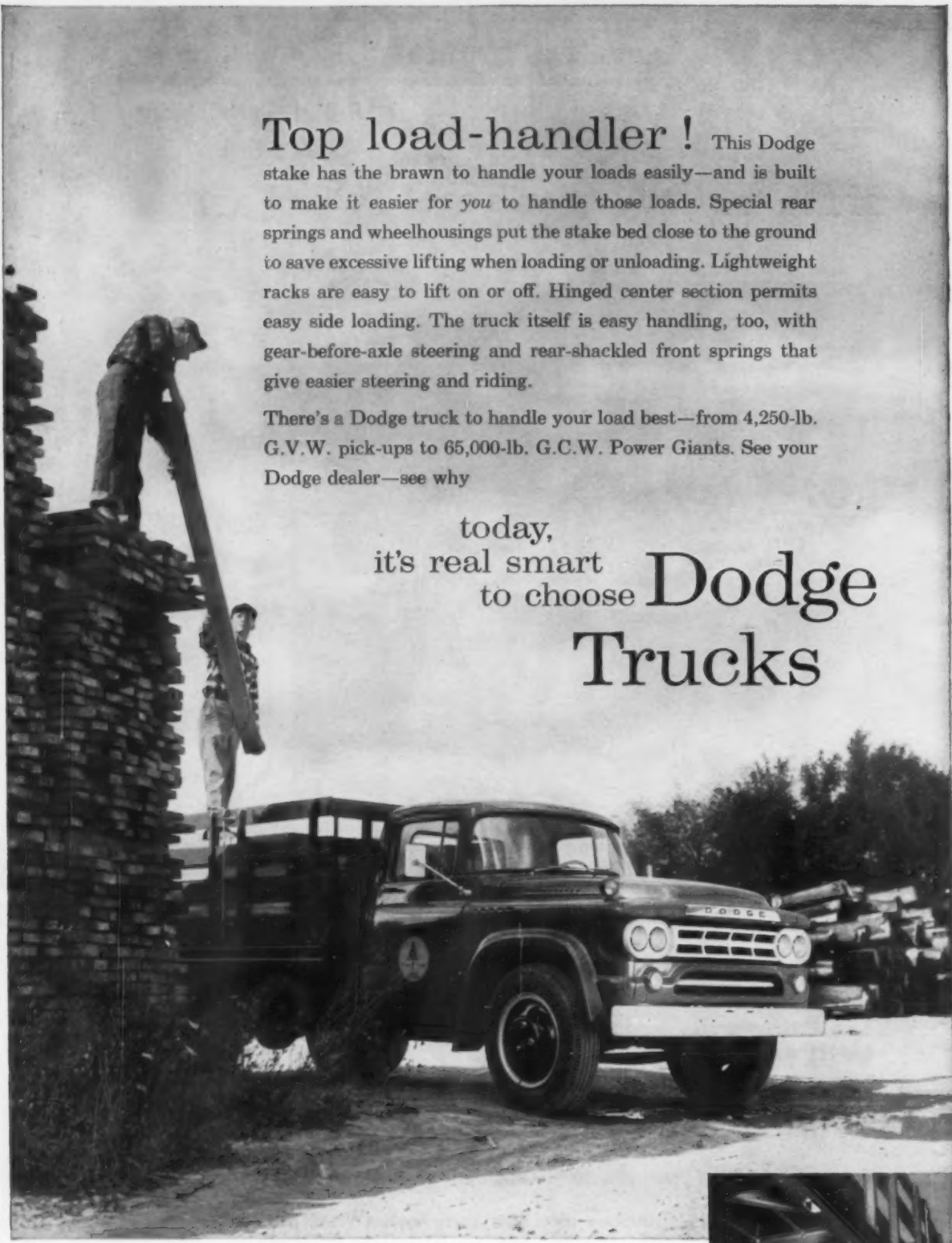
Will tomorrow's kitchens have elevator systems?

If interior walls continue to disappear, there'll be less space for wall cabinets. Devices like this may solve that problem.



As competition for wall space grows in today's homes, so does the need for adequate storage space—especially the accessible kind. To meet this

need, the designers at General Electric have developed a kitchen floor cabinet in which the shelves are built into an electrically retractable unit.



Top load-handler ! This Dodge stake has the brawn to handle your loads easily—and is built to make it easier for *you* to handle those loads. Special rear springs and wheel housings put the stake bed close to the ground to save excessive lifting when loading or unloading. Lightweight racks are easy to lift on or off. Hinged center section permits easy side loading. The truck itself is easy handling, too, with gear-before-axle steering and rear-shackled front springs that give easier steering and riding.

There's a Dodge truck to handle your load best—from 4,250-lb. G.V.W. pick-ups to 65,000-lb. G.C.W. Power Giants. See your Dodge dealer—see why

today,
it's real smart
to choose **Dodge**
Trucks

Steel sills—a Dodge *exclusive* in the low-priced three—run full length and width under body for firm, long-lasting load support. They're typical of the extra quality you get with a Dodge stake, whether you choose the 9', 12', or 14' body!





This toddler's room features Aristoflex-Confetti # 773.

MATICO TILE FLOORS

add Luxury at Low Cost

There's nothing like the extra-value of a luxury-look floor to march your prospects right to the dotted line. You'll be happy to know Matico Tile is economical . . . low in cost, inexpensive to install, with long-time carefree use. It meets all applicable Federal Specifications.

This colorful floor is one of hundreds of decorator-dreamed patterns and colors that can make your model home eye-appealing and buy-appealing. Plan your next project with the sales-plus of Matico Tile Floors.

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QUALITY CONTROLLED

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PRODUCTS



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Flooring.

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City Zone State

Vinyl Tile • Rubber Tile • Asphalt Tile • Vinyl-Asbestos Tile • Plastic Wall Tile

Congress on BETTER LIVING*

newsletter

Issued from time to time
by McCall's Magazine

May, 1959

115 ENTRIES; 46 QUALIFIERS

Out of 115 home plans submitted by builders for the first 1959 judging in McCall's Congress on Better Living Home Certification Program, 46 were awarded the coveted Congress Certificate. Builders whose models qualified are listed editorially in the May issue of McCall's. They are:

ARIZONA

PHOENIX, *John E. Long Home Builder, Inc.*
(3 models)

SCOTTSDALE, *Young Construction Company*
(2 models)

TUCSON, *Lusk Homes, Inc.*

CALIFORNIA

BELMONT, *Herman Christensen & Sons*
SUNNYVALE, *Brown and Kauffmann, Inc.*
(2 models)

COLORADO

DENVER, *Bogue Building Corp.*

CONNECTICUT

BLOOMFIELD, *Green Acres, Inc.*

DELAWARE

NEWARK, *Franklin Builders*
WILMINGTON, *Franklin Builders*

FLORIDA

FORT MYERS, *McGregor Gardens, Inc.*
ORLANDO, *Bollinger-Martin of Florida, Inc.*

GEORGIA

AUGUSTA, *Southeastern Builders, Inc.*

ILLINOIS

ELK GROVE, *Centex Construction Co., Inc.*
(2 models)

KENTUCKY

LEXINGTON, *Bollinger-Martin*
of Lexington, Inc.

LOUISVILLE, *Bollinger-Martin, Inc.*

MARYLAND

SILVER SPRING, *Bancroft Construction Corp.*
(2 models)

MICHIGAN

FLINT, *Gerholz Community Homes, Inc.*

MISSOURI

ST. LOUIS, *Fischer & Fichtel, Inc.* (3 models)

NEW JERSEY

ALLENDALE, *Beir-Higgins* (2 models)

OHIO

COLUMBUS, *Huber Homes, Inc.* (4 models)
DAYTON, *Huber Homes, Inc.* (4 models)
NORWALK, *Sofios Community Homes*

PENNSYLVANIA

PAOLI, *Fox Construction Co.*

TEXAS

DALLAS, *Fox & Jacobs Construction Co., Inc.*
(2 models)
HOUSTON, *Monroe Construction Company*
SAN ANTONIO, *Burke Homes*
SAN ANTONIO, *Tom McGovern Associates*

VIRGINIA

FALLS CHURCH, *Community Builders, Inc.*
(3 models)

WASHINGTON

LAKE HILLS, *Bell & Valdez, Inc.* (3 models)
MERCER ISLAND, *Bell & Valdez, Inc.*

HOW PROGRAM HELPS BUILDER

Congress on Better Living Certification gives you, the builder, four distinct local promotional advantages. It: 1) provides a sound, effective sales promotion and merchandising vehicle; 2) stimulates sales of your own well-designed and well-constructed houses; 3) imparts the prestige, authority and selling force of McCall's and the Congress on Better Living to your new homes; 4) dramatizes your own effort to provide your community with the better quality, better design and livability sought by today's home buyers.

STILL TIME FOR CERTIFICATION

McCall's Congress on Better Living Home Certification Program will again be featured in the editorial pages of McCall's September issue. Judging of additional plans for certification in second half of 1959 will take place on June 22. For applications write to: Director, Home Certification Program, McCall's Congress on Better Living, 230 Park Ave., New York 17, N. Y.

*A trademark of McCall's...the magazine of Togetherness, circulation now more than 5,300,000 | © 1959 McCall Corporation



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ARCHITECT AND ENGINEER: CHARLES L. BARBER AND ASSOCIATES
BUILDER: BEHRMAN CONSTRUCTION COMPANY

wood mp windows

add functional beauty to wall economy

PELLA WOOD MULTI-PURPOSE WINDOWS and insulating curtain wall panels work together to save on material and construction costs.

With a selection of 20 PELLA ventilating or fixed units, hundreds of combinations . . . with different insulating wall panels . . . are possible.

For the ultimate in all-weather service and efficiency, PELLA WOOD MP WINDOWS are available

with insulating glass. All hardware is either aluminum or stainless steel.

Whenever the job calls for insulating curtain wall construction . . . investigate the advantages of working with PELLA WOOD MP WINDOWS. See our catalog in Sweet's or mail coupon today. Distributors throughout the U.S. and Canada. Consult your classified telephone directory for name of nearest PELLA distributor.

Pella wood
multi-purpose
windows

..... mail coupon today

• **ROLSCREEN COMPANY, Dept. KB-27, PELLA, IOWA**
• Please send literature on PELLA WOOD MP WINDOWS.

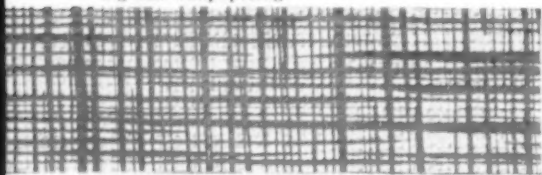
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*keep the theme in gold
with rich vinyl*

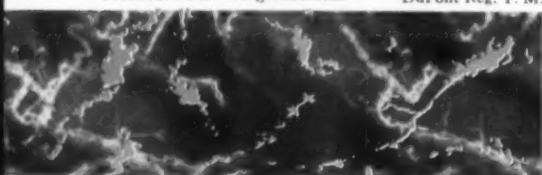
Bolta-Wall®

New "Irish Linen" pattern in gold thread-like vinyl is low-cost and easy to install. Ends periodic painting and wallpapering.



Bolta-Top®

This Marble pattern glitters like gold. It's *Mylar-protected to withstand abuse as a counter-top or furniture surfacing material. *DuPont Reg. T. M.



*the Midas Touch...
new luxurious*

"GOLD TONES"

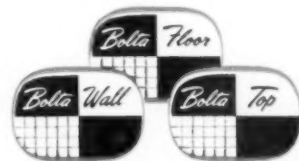
in Marbleized

Bolta-Floor®

To capture true regal elegance, we added the richness of old gold to the enduring good taste of marble. Better yet, new "Gold Tones," like all Bolta-Floor, is solid vinyl to make it long-on-wear and short-on-care.

Next time your interior theme calls for the Midas touch, remember new "Gold Tones" in marbleized Bolta-Floor...available in black or white, in standard 9" x 9" tiles, or in other sizes and rectangulars on special order, all in 1/8" or .080 gauge. For other beautiful Bolta-Floor patterns see Sweet's file 13K/Ge.

*A decorative durable vinyl
for every surface*



THE GENERAL TIRE & RUBBER COMPANY
Building Materials Division • Akron 9, Ohio

Building with Brains

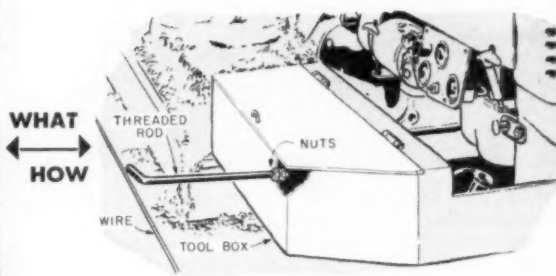
**Competition forced this builder to
adopt new methods. Now he completes
a house in 10 days**

Here's how Jay Stream, Wheaton, Ill., combines
mechanization, precutting, and color coding to
speed foundation and framing operations

A clean, straight foundation ditch in one operation



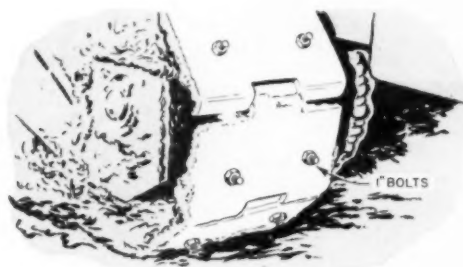
A big time saver, this Parson's trench liner digs a complete foundation ditch in one operation. Its precise regulation of depth and width saves on concrete. Drawing (right) shows simple, accurate way of



guiding the machine. A rod is attached to the trencher; operator merely keeps it aligned with guide wire. Since machine costs about \$7,500, it might be best for you to rent one, or sub this operation.



This device saves 2½ to 3 man hours per house. It sweeps loose dirt back into the ditch, to be picked up by the bottom digging buckets. This cleans top of the ditch, eliminates clearing the trench with



hand shovels. To boost traction of the machine's treads in frozen or muddy ground, Stream puts two 1-in. diameter bolts into each tread section. The bolts are secured with locknuts, as shown above.

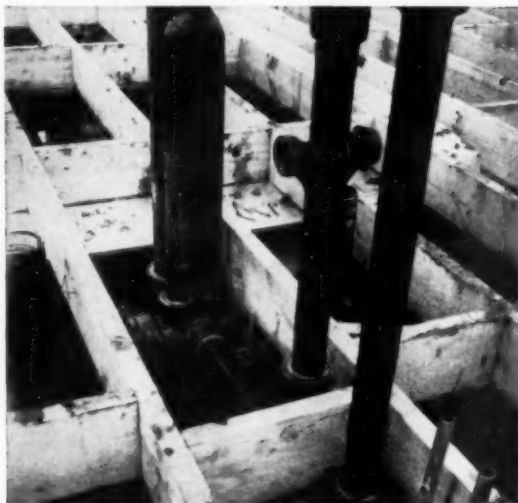
Building with Brains

A FINISHED HOUSE IN 10 DAYS, continued

Plumbing tree is prefabbed; the floor is framed around it



Stream cuts plumbing costs 20 per cent by having his plumbing trees prefabbed off site. Here a tree is being moved into position in a finished foundation. Note the single steel I-beam girder running the length



of the foundation. Supporting piers for this girder are poured in paper Deltaforms. Finished floor framing (above) is built around tree, a much cheaper procedure than building pipe around the framing.

Framing is precut, color coded, hauled to site on trailers



Framing is precut and color-coded to reduce site labor, eliminate guesswork in selecting the right piece. It is packed in steel-strapped bundles (trusses are put into special frames). A crane lifts the bundles

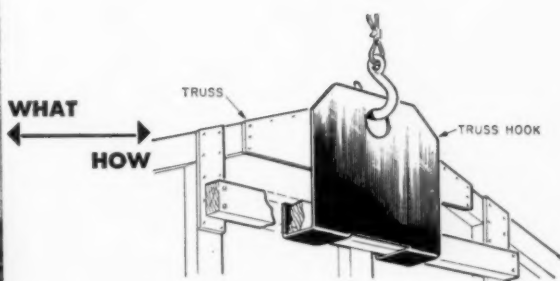


onto trailers for shipping to the site. Stream uses Jeep-hauled David Bradley (Sears, Roebuck & Co.) farm trailers. They are adjustable lengthwise, but Stream fixes their length by welding and bracing.

Mobile crane speeds assembly of the trussed roof



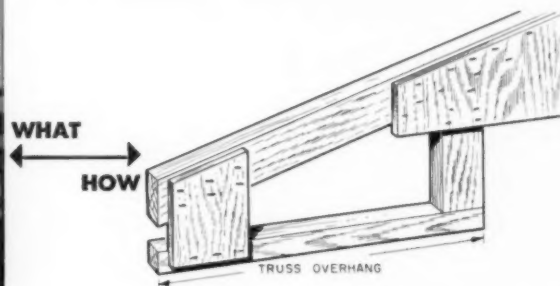
Prebuilt gable end is lifted into place by mobile crane. Stream owns this machine (which converted from a backhoe); the smaller builder, who couldn't afford to buy such heavy equipment, might rent a



crane and benefit from the construction speed it makes possible. It enables Stream to put up a truss a minute with a six-man crew. Drawing shows the special fitting used to lift trusses and gable ends.



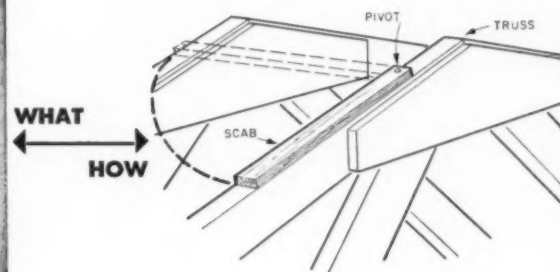
Photo shows a truss being lifted from the trailer. Man at left hitches the crane hook to the truss, man at right holds guide line, which prevents truss from swinging, guides it into exact position. Drawing



shows how Stream builds his cornice framing directly onto each truss. Soffit is formed by a horizontal 2x2 and a vertical 2x4 which are stapled and glued to the outlooker on the end of the truss.



Trusses are positioned and spiked down by a three-man crew on top of the house. To hold the trusses upright in precise position until the roof decking goes on, Stream uses a variation on normal procedure. In-



stead of joining several trusses with long 1x3 ribbons, his crews attach a scab to each truss with a single nail. When the truss is installed, the scab is pivoted out and nailed to the preceding truss.

Building with Brains

A FINISHED HOUSE IN 10 DAYS, continued

Gable-end framing is built off site, goes up in a jiffy

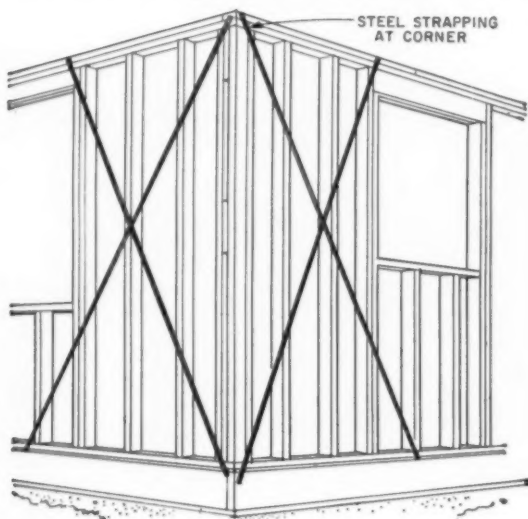


Seeking new ideas that would help modernize his operations, Stream visited the University of Illinois Small Homes Council. Among the ideas he picked up there was this "ladder" overhang component. Photos



above show the component being installed. Gable end is built $3\frac{3}{4}$ in. lower than trusses. Ladder section is run out from truss over the gable end, and is spiked to the rafters of the second truss.

Little ideas like these make a big difference in time



Cost of corner bracing is reduced by using steel strapping instead of let-in wooden braces. Straps are nailed up in an "X" pattern as shown. Stream estimates a saving of 20 minutes at each corner.



Three man hours per house are saved by putting gypsum wallboard into the house through the rough opening for the picture window. Back filling is carried to wall, truck backs right up to the window.

**"AW, GO AHEAD
AND BRAG"**



Heavyweight (300 lb.) Bird Architect Shingles are worth shouting about. No need to be modest about a roof that'll last 50% longer. We're telling your future customers about Bird Architects in The Saturday Evening Post. You can use Bird Architect Shingles to show your customers you've "cut no corners" in the homes you build.

Use these quality features of Bird Architect Shingles to sell homes.

- 15" x 36" — 300 lbs. per square.
- Three full layers of protection with 5" exposure.
- Exclusive jumbo granules, 3 times standard size, for richer texture and color, greater holding power.
- For slopes as low as 2" in 12".
- Two 18" wide tabs vs. standard 3 for cleaner lines and stronger nailing.
- Massive — thickness of standard slate.
- 50% longer life than standard shingle.

See full specifications in SWEETS FILE **BC**
BI



BIRD & SON, Inc. EAST WAIPOLE, MASS.
CHICAGO, ILL. • SHREVEPORT, LA. • CHARLESTON, S.C.

BEST FOR YOUR ROOF

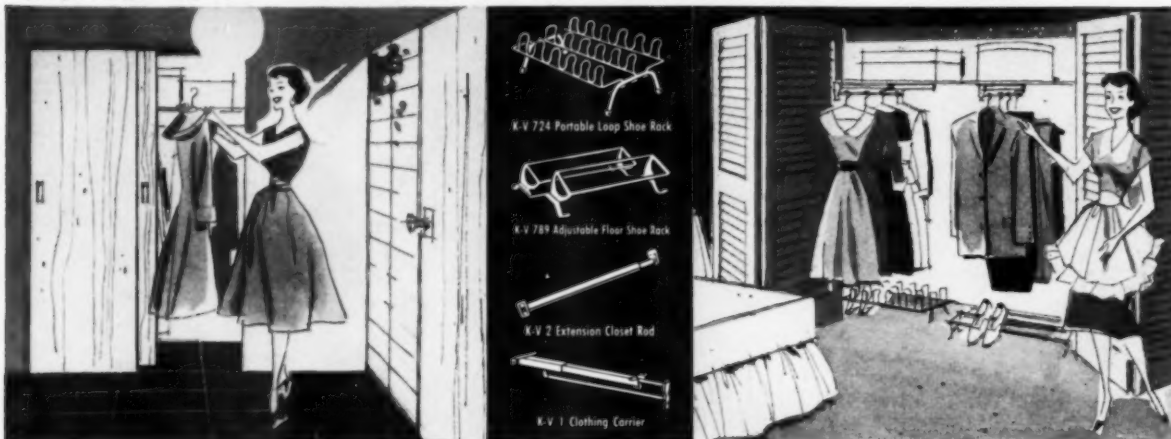
BIRD
ARCHITECT
SHINGLES

K-V 858 SLIDING DOOR HARDWARE. Years of trouble-free operation. Everything for simple installation in compact package. Fits $\frac{3}{4}$ " and $1\frac{1}{4}$ " doors.

K-V 2 EXTENSION CLOSET ROD. For shallow closets. Quickly installed. Won't sag even under heavy loads. Sizes 18" to 96". Bright nickel plate.

EZY-FOLD CONCEALED HARDWARE. Keeps doors of any weight from sagging. Adjust with hardware in place without removing doors or trim.

K-V 1 CLOTHING CARRIER. Virtually doubles closet space. Easily installed. Brings a whole wardrobe into easy reach. 10" to 48" models.



For closets and kitchens KV gives you more of what you're looking for!

*★ Top Quality ★ Easy Installation ★ Trouble-free Performance
...and the best known line in the business!*

With an eye to more efficient use of space, more and more builders and contractors are specifying K-V Closet and Kitchen Fixtures, and sliding and folding doors installed with K-V hardware. They know these top quality fixtures are easy to install, provide scores of years of trouble-free performance and give homes strong customer appeal. Ask your K-V sales representative for the complete story on K-V fixtures and hardware.

K-V KITCHEN FIXTURES. Homemakers love the way K-V kitchen fixtures keep towels, cups and pans right at hand, but neatly out of sight.

K-V 790 DISAPPEARING PAN RACK. Holds 14 pans, strainers, etc. Slides out at a touch. Fastens to underside of cabinet. Length 26"; width $5\frac{1}{4}$ ". Bright chrome.

K-V 255-256 SHELF HARDWARE. Mounted flush or surface. $\frac{1}{2}$ " adjustment. Gives perfect alignment. 24" - 144" lengths. Nickel or bright zinc.

K-V 793 DISAPPEARING TOWEL RACK. Towels slip over ends of three chrome bars. Ball-bearing carriage. Side mounted. 5" wide; 20" long.





**Manufacturers of a complete line of
adjustable shelf hardware, drawer slides,
closet and kitchen fixtures, and handy
hooks for perforated board.**

KNAPE & VOGT MANUFACTURING COMPANY, Grand Rapids, Michigan

Builders on the move:

How our new highway system...



...can be your opportunity tomorrow

The Federal Highway Program has made a staggering amount of new land available for building.* But too few builders are taking advantage of the opportunity that the government has dumped into their laps.

*Highway Statistics: A total of 2,000 miles of primary interstate routes have been improved since July, 1956: 3,967 miles were under way or authorized; 2,665 were undergoing improvement; and 16,501 miles were in various planning stages. In addition, some 21,140 miles of primary and secondary (ABC) highways were undertaken in 1958. (Statistics by Frederick T. McGuire, Jr., president, Automobile Assn. of America in March, 1959.)

A lot of good land that used to be "in the boon-docks" from metropolitan areas is now less than an hour away. This land costs less, offers a chance for over-all community planning, lends itself to industrial development. In other words, it's the answer to many of today's building problems.

Despite these advantages, few builders are in step with the highway program. A recent **AMERICAN BUILDER** survey showed that less than four per cent of those interviewed plan to build along the new highways within the next year or so.

But our survey also revealed that a few far-sighted builders recognized this opportunity at once. Some are already profiting from it. Six of these, operating in the Chicago area, have parlayed newly opened land into a lucrative new market.

What Chicago builders are doing ►

How they moved their building

Expressways and tollways are bringing a bonanza to many a Chicago-area builder. Hardly a week-end passes without announcement of a new subdivision.

Some twenty-five years ago, railroad transportation set the pattern for land development north and west of the city. This meant that a lot of good land had to remain undeveloped because there was no easy way to reach it.

Today, this land is being scooped up by builders who see the potentials offered by the federal and state highway programs. The benefits of building around new roads can be seen in these reports on six builders contacted by **AMERICAN BUILDER**.

•1 Easy driving brings a sale every other day

Harry J. Quinn is one builder who has benefitted in a big way from the highway program.

Spurred by the ease and speed of driving on the Calumet Expressway, Chicagoans have been moving into his Pacesetter Homes at South Holland at the rate of one family every other day for the past two and a half years. For people who

are not in a position to buy, Quinn set up a "rent-buy" community, renting 75% of the units before construction began. The entire 410 units were rented or sold within a month.

•2 Expressway traveled by 97% of residents

Hoffman Community Developers also depends on the Calumet Expressway. Convinced that its future lay in the suburbs of Chicago, the company planned Southdale—an 800-home community at Sauk Village. Here's what they discovered in a survey of their residents.

A whopping 97% use the 18-mile expressway to drive to their jobs in Chicago and in other suburban areas. The expressway carries 22% of these persons to other roads leading to industrial centers in Indiana. Distances traveled vary from a few miles to 30 miles.

•3 Double population seen in 10 years

Gale Corley, president of National Construction Co., Valparaiso, Ind., is betting that toll roads and

expressways will bring buyers to Robbinwood, his proposed 1,200-home subdivision. The community takes in 585 acres, forty of which will be an industrial park.

Said Corley: "We moved into the area . . . to take advantage of the new toll road and expressway."

Only a 35-minute drive from Chicago, Robbinwood is the result of a study of anticipated growth and potential housing markets.

Last year there were 12,000 people living in the area. By 1970, it is predicted there will be at least 28,000.

•4 Too many sales force builder to slow down

The Calumet Expressway has been a bonanza to another firm, Alexander Construction Co. The company, which moved into the area from Colorado Springs, found a profitable market at Romeoville. A sales record of 392 homes was set in one ten-day period. Improved highways funneled so many prospects into the area that the company had to go easy on its sales effort to get enough time to put in a sewage disposal plant and water lines.

How you can cash in on the opportunities of the national highway system

Here are tips from builders who already are building near new and proposed highways.

"Timing is important. Take an option on the land until you're absolutely certain where the highway will run. But don't delay; act as soon as you're sure about the new road."

"Try to get near a cloverleaf or the exit of a freeway."

"Find out who's in charge of the highway program in your area. Get on good terms

with him. You could learn about a new road the minute it's approved. This would give you a head start on looking for land."

"Look at proposed tollway property. If you're not on a main highway, it's hard to get people out to your subdivision."

"Use a helicopter. Driving around isn't enough. You'll get a better perspective of vacant land. When you drive, you're apt to see only houses being built—not the acres of land waiting for you."

futures along new highways

•5 Distance no factor with super-fast roads

Leonard Besinger is one of the area's most successful builders. His subdivision, Meadowdale, is the last stop on a 42-mile strip of housing developments. But with a bold stroke, he showed prospective buyers how quickly they could reach the development. Timed with the inaugural of the Tri-State tollway, he opened a 3.7-mile raceway—a mecca for some 200,000 sports car enthusiasts. "People using the tollway to reach the race track can see for themselves how traveling time has been cut," Besinger said.

Payoff: in a three-week period, he sold 251 homes. This year he expects to sell another thousand.

•6 Texas firm found bonanza in Chicago

The success story of the Dallas building firm, Centex Corp., is well known. Moving up from Texas, they started Elk Grove, adjoining the toll road. Last year they sold 900 homes. This year, judging from their backlog of orders, they should build at least 1,000 more.



Map of Chicago and suburban areas. (Shaded section is Metropolitan Chicago). Numbers show location of subdivisions where builders are taking advantage of highway system.

LUMBER DEALERS . . .

What components mean in home building's future

by H. R. Northup, Exec. Vice Pres., National Retail Lumber Dealers Assn.



Northup

It often has been said during the past two or three years by many people in different fields that the home-building industry is in a state of evolution. From this evolution they said, there would emerge component-constructed homes and guar-

anteed package prices for builders, consumers, and real-estate salesmen.

These predictions have become a reality. It is fast becoming the law of competition to get into components or lose ground to some group embracing the component idea.

Lumber dealers across the nation were the first to recognize that a valuable service can be provided by (1) having available components for

sale and (2) by prepricing packages of housing units.

To expand on these separately would be to say that lumber dealers across the country—working with local builders—are in effect helping the builders stay in business by providing them with complete information and service in addition to house parts. In a two-way partnership, the reverse is also true.

(Continued on page 202)

Manilow, Coogan elected to Housing Center posts

Chicago and Miami home builder Nathan Manilow has been elected chairman of the board of trustees of the National Housing Center. Elected co-chairman was Thomas P. Coogan, president of Housing Securities, Inc., New York City.

Richard D. Hudson, Montclair, N.J., home builder, was elected vice-chairman.

A developer and builder of Park Forest, near Chicago, Manilow has served as vice-president and treasurer of the National Assn. of Home Builders. He was also chairman of the association's mortgage and finance and NHC committees. Coogan is former chairman of the Housing Center board of trustees and a past president of NAHB.

NHC also announced the appointment of David G. Fox as chairman of its merchandising committee. Fox is vice-president of the Dallas firm, Fox & Jacobs.

Kurtz is HMA president

Newly elected president of the Home Manufacturers Assn. is Eugene E. Kurtz, president, Inland Homes Corp., Piqua, Ohio. Clarence T. Wilson, president, Wilson



Manilow



Coogan

Homes, St. Louis, was elected vice-president, and James L. Pease, Jr., Pease Woodwork Co., Hamilton, Ohio, was elected secretary-treasurer.

Elected to the board of directors was outgoing president, Horace N. Durston, American Houses, Inc., Lumberton, N.C.; Charles Freeburg, president, Fairhill, Inc., Memphis; and Edward R. Hwass, executive vice-president, Crawford Corp., Baton Rouge.

Milton Coon heads BRI

Milton C. Coon, Jr., is the new executive director of the Building Research Institute, succeeding William H. Scheick, who resigned last

September. The appointment was announced by the National Academy of Sciences—National Research Council.

Coming as it does in the wake of NAS-NRC appointment of Robert M. Dillon as executive director of the Building Research Advisory Board, this action separates the activities of the two organizations. They were formerly headed jointly by Scheick.

Coon, who has served as BRI's acting executive director since last September and also as secretary, has held various posts on the institute's staff since 1957.

Names in the news

New general counsel of the FHA is Graham W. McGowan, who had been special assistant to the general counsel and to the secretary in the department of commerce. He succeeds Lyman Brownfield, who was named general counsel of HHFA.

Reginald B. Miner, vice-president, John Hancock Mutual Life Insurance Co., was elected chairman of Region I Committee of the voluntary Home Mortgage Credit Program.

DICKERMAN'S COLUMN . . .

Adverse factors seen in pending T-H amendments

By John M. Dickerman, Executive Vice-President, National Assn. of Home Builders



Dickerman

There has been no year—since the passage of the Taft-Hartley Labor Act—when Congress has not been confronted with one or more proposals designed to change, if not its entire philosophy, then at least one or more of its provisions. This year is no exception.

The emphasis in the labor legislation now before Congress lies, however, in the field of "reform," i.e., in the establishment of safeguards against improper practices in labor unions and in labor-management relations. This emphasis reflects in large part the concern over the findings of Congressional investigators into labor-management relations and labor racketeering.

Because of the interest in "reform," the Taft-Hartley Act is not the prime legislative target that it has been in the past. Nevertheless, some of its provisions—and in particular those relating to the construction industry—would be affected, and I think adversely, by some of the amendments now before the Congress. These provisions relate to prehire agreements, even though no representation election may have been held to establish a union's majority status, permitting exclusive union hiring halls and employment standards for the construction industry and permitting secondary boycotts at the construction site.

Before proceeding further, I think I should make it quite clear that, without passing on the merits or the specific "reform" provisions of the pending labor legislation,

NAHB has no quarrel with trying to eliminate improper practices in the labor field. Quite the contrary. However, the proposed Taft-Hartley changes which NAHB does object to, are neither necessary nor directly concerned with the announced intent of the labor bills to which they have been bobtailed.

One of the many dangers in the proposed amendments—as they pertain to the construction industry—is that they seek to solve one problem without due consideration of its relationship to other problems. The questions of certification, jurisdiction and representation are all interrelated. And representation is a part and parcel of the secondary boycott problem.

Jurisdiction of job content by a particular craft is an exceedingly touchy question in the home-build-

(Continued on page 202)

Are your ads aimed at the right target? If not . . .

. . . take a tip from this California builder.

**He found a formula for making
his advertising \$\$\$ give full value**

Salesmen for Signature Homes had a problem. Almost everyone who saw their houses was impressed. But not enough of the "lookers" turned into buyers. Why? Because the price tags were too high for their incomes. (Signature builds in two San Fernando Valley locations in the \$21-\$29,500 price range.) It was evident that the company's advertising hadn't been attracting the right prospects.

So, Neil M. Elliott Advertising, Inc. (which had just taken over the Signature account) planned a campaign to take advantage of "the little bit of snob that's in the best

of us." Aiming its ads at families with incomes of \$10,000 or more per year, the agency played up the "snob appeal" of living in a Signature Home.

One ad, for example, stated in part: "This is a shocking advertisement. There are those who will say it should never have been published. There are people who believe that all men were not only created equal, but should remain so. . . ."

"Now a \$14,000 home is perfectly adequate shelter for your family, but shelter is not the only reason you buy a home. In one sense, a home is a symbol . . . of

the kind of life you provide for your family. That's snob appeal."

Response was immediate. Although there was some criticism, over-all reaction was good, Elliott reported. One executive of a big airplane factory said: "If your houses are as well-designed as your ads, I'm interested."

And, Elliott said, a medical student was so impressed he applied for a part-time job selling homes.

Radio adds to readership

Although other ads played up features like good value, no-down-payment VA loans, spaciousness, etc., they all carried the "snob appeal" theme.

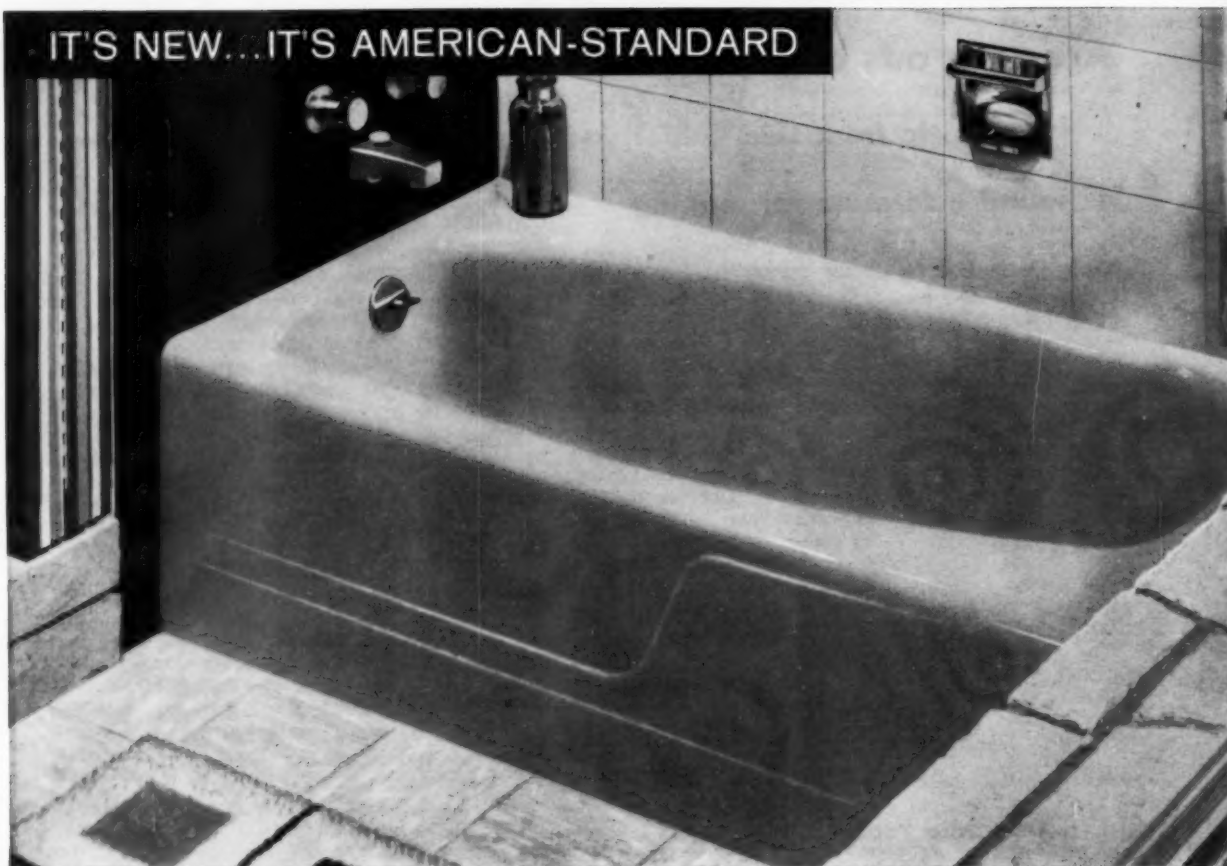
The result: Elliott said he now spends about one-third as much money as the former agency did and sales are up. These ads catch attention in smaller space. Before, the builder used full pages. Also, by spending a little extra cash on radio ads, Elliott says he doubles the pulling power of the newspaper ads.

**Ad tie in: Radio "spots,"
like that below, are credited with doubling pull of
newspaper advertisements:**

"Do you hate snobs? Maybe you are one. If you're in the \$10,000 bracket and you live in anything less than a \$25,000 home, you're practically a hobo, according to a shocking, and I mean shocking, ad for Signature Homes on page six of this Sunday's Times real-estate section. The headline of this ad is: Snob Appeal. It's about some homes designed, frankly, with snob appeal. Homes that look like more than their \$21,000 to \$29,000 price tags. You can see these homes up to nine at night. . . . They're floodlighted. . . . Read directions in the shocking, shocking ad in this Sunday's Times."



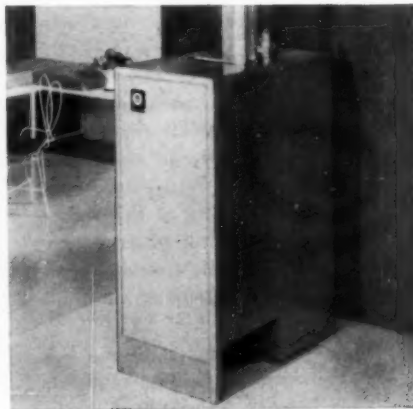
IT'S NEW...IT'S AMERICAN-STANDARD



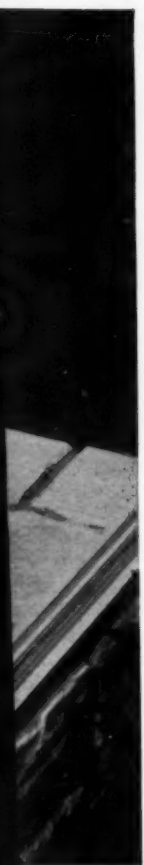
New, smartly designed products add



You save time and space with American-Standard boilers and assure dependable heating for the life of the home. The G-2 gas boiler shown here, is just 33½" high, as little as 11" wide for the three-section unit. Wet-base construction approved by A.G.A. for combustible floors.



Install this oil boiler anywhere. The Arco-leader has wet base construction, is 48" high, just 20" wide. It, too, is constructed of lifetime cast iron.



Add a look of luxury and newness to your new model homes the economical way! How? By installing the first really new bathtub design in 25 years. The new design of the CONTOUR bathtub gives more room where needed for bathing and showering . . . provides two wide ledges: one is a comfortable seat, the other a handy shelf for toiletries. Of lifetime cast iron, thickly coated with gleaming enamel, available in six sparkling colors and white. Here's that "something new" prospects can see, and, for all its eye appeal, unique design and quality, the CONTOUR by American-Standard is competitively priced.

EXTRA VALUE AT LITTLE EXTRA COST

Today's smart home buyers want' long-lasting value. They look for this value and recognize it when they see it. Fortunately, this extra value costs you little to include.

For example, buyers readily recognize that the new CONTOUR bathtub has the first *new* shape in a quarter century. This new tub will help keep bathrooms new and resale value high.

Prospects appreciate the value of an American-Standard hydronic (hot water) system when salesmen point out: the modern, compact boiler

needs so little floor space . . . is so versatile it can supply hot faucet water without a separate water heater . . . provides draft-free comfort from modern baseboard panels. And remember, American-Standard boilers can arrive on site factory-assembled for fast, no-wait installation.

For the facts on new products that add extra value to homes, see your American-Standard representative, or write AMERICAN-STANDARD, PLUMBING AND HEATING DIVISION, 40 W. 40th Street, New York 18, N. Y.

American-Standard and Standard ® are trademarks of American Radiator & Standard Sanitary Corporation



AMERICAN-Standard
PLUMBING AND HEATING DIVISION



Builder

Clyde Mannon

of Littleton, Colorado



How he cashed in on

Here's how Clyde Mannon, of Littleton, Colorado, cashed in on the 1958 *Better Homes and Gardens* Idea House.

As a custom builder (20-30 homes a year), Mannon must meet the needs of space-conscious home buyers. From bedroom to basement, they want plenty of room. They like lots of closet space, greater living areas in which to relax, and more room for the kids to play in.

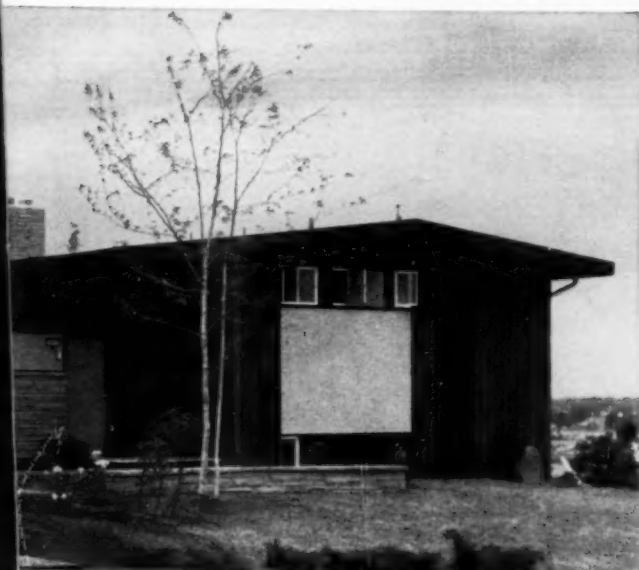
Mannon felt that this Idea House—a roomy, open-planned split level—met those requirements. After he bought a set of plans and built a model, he promoted the house as an “adventure in space.”

Brochures, newspaper ads, and stories, billboards—all the usual methods—were used to tell the story behind the design. Response: within three weeks, 19,000 persons inspected the model. Result: six of them contracted to buy—at around \$25,000.

VAULTED CEILING and wall of glass that transmits sunlight give spaciousness to living-dining room. Storage “island” at left separates area from kitchen, stops short of ceiling to retain open feeling. ▶



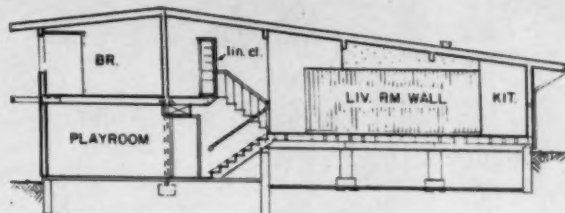
of the MONTH for May



◀ **THREE-WEEK AD CAMPAIGN** that pictured model as "an adventure in space" resulted in heavy turnout of prospects. Builder's promotion was helped by national publicity already given the magazine's "Idea House."

WHAT

HOW



SECTION A-A

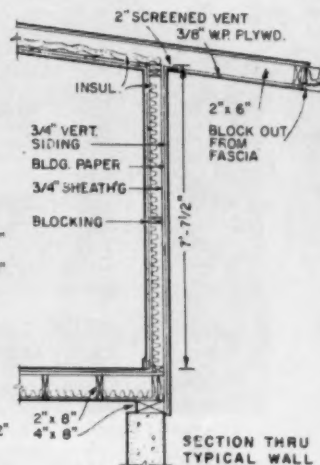
The spaciousness of this split-level design was enhanced by glass walls, vaulted ceiling.

a magazine's "Idea House"

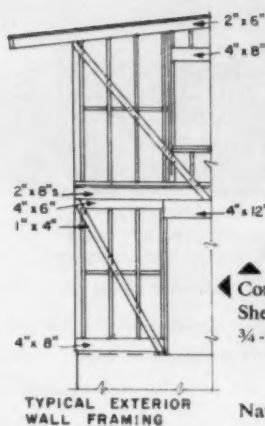


FLOOR PLAN shows how playroom on lower level can be hub of activity, yet not disturb others in living and sleeping areas. Garage features extra work area.

LOWER LEVEL



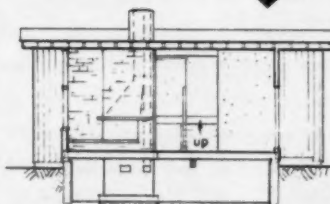
SECTION THRU TYPICAL WALL



TYPICAL EXTERIOR WALL FRAMING

◀ Conventional 2x4 framing was used. Sheathing is 3/4-in. pine. Siding is 3/4-in. prestained cedar.

Native stone fireplace in the living room has basement ash pit.



SECTION B-B



SECTION THRU FIREPLACE

For weather-resistant siding...

consider **INCENSE CEDAR**

one of the country's finest wood insulators



INCENSE CEDAR siding has many important properties to assure years of customer satisfaction. Perhaps most important is its exceptional resistance to weather to provide trouble-free exteriors. Other characteristics of great merit are the high insulation qualities to protect against both heat and cold, and the high dimensional stability for minimum swelling and shrinkage. These, coupled with the fact that it will readily take—and hold—paint or any of the many varieties of modern finishes, make Incense Cedar an excellent wood for siding.

For interiors as well, Incense Cedar can add great charm and distinction in paneling and woodwork with its beautiful knots and graceful grain. It is *carefully dried* to insure accurate sizing and improved working qualities.

Western Pine Association advertising works for you in home improvement and do-it-yourself magazines. It creates a renewed interest in paneling. 13 million readers—many of them your potential customers—will see Western Pine Region woods finished in COLOR. For more information write to Western Pine Association, Yeon Bldg., Portland 4, Oregon.

Western Pine Association



member mills manufacture these woods to high standards of grading and measurement . . . grade stamped lumber is available in these species

Idaho White Pine • Ponderosa Pine • Sugar Pine
White Fir • Incense Cedar • Douglas Fir • Larch
Red Cedar • Lodgepole Pine • Engelmann Spruce

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow

Western Views

By **BILL RODD**

WESTERN EDITOR

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8522 Lorain Rd., San Gabriel, Cal.

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Regional General Manager
1336 Wilshire Blvd., Los Angeles 17

David S. Clark, District Manager
244 California St., San Francisco 4

Joe Sanders, Representative
3908 Lemmon Ave., Dallas 19, Tex.
Phone: Lakeside 1-2322

UNREALISTIC ZONING ORDINANCE STOPPED. Joint action by the HBA of Greater Seattle and other trade groups caused the Snohomish County Planning Commission to set aside a proposal to establish 8,400- to 20,000-sq.-ft. site requirements for a large piece of land. The proposal was branded as "unrealistic and uneconomical" by the HBA.

HEAT PUMPS GAINING WIDE ACCEPTANCE. According to Harold Moore, general sales manager for Southern California Edison Co., 4,200 central units and 4,800 window units have been installed in Edison territory during the last few years. Recently Edison, together with 18 heat-pump manufacturers, put on a series of "Weatherama" shows in which all models of the manufacturers were displayed.

WOMEN'S HOME FORUM PROVES SMART PROMOTION. Almost 250 women in Ventura County, Cal., have begun to nag their husbands to remodel their homes or buy up-to-date homes. Couldn't be otherwise, since these club women recently heard an architect and a kitchen specialist tell about all the new and wonderful things

now available. Then in order to compete for prizes the women were asked to fill in a long questionnaire indicating their own preferences as to design, equipment, etc. Result: they couldn't help selling themselves. The talks, sponsored by Southern Counties Gas Co. and local building groups, are sure to stimulate demand for new homes.

MORTGAGE MONEY. A roundup report of all major savings-and-loan associations in Los Angeles indicates they will have about 10% more money to loan than they had last year. Plenty of money is available right now, but the situation may change before the end of '59, they said.

MULTIPLES STILL GOING STRONG. In greater Los Angeles there were more dwelling units built in multiples in 1958 than as single-family units. In the San Francisco Bay area, 35% of the residential units were in multiples last year.

LOOKING INTO THE CRYSTAL BALL. Jim McCarthy, vice president of the McCarthy Co., Los Angeles land developers and builders, made these predictions at a St. Patrick's Day lunch-

eon celebrating the 73rd anniversary of the founding of his company:

- Anyone buying a \$15,000 home today will make a \$3,000 profit by 1961.
- The working man's house will be a \$25,000 home by 1968.
- If you are under 40 and wish to retire at 60, buy any vacant land between Los Angeles and San Diego now. Sell it in 20 years and live well for the rest of your life off the profit.

ASSOCIATION ACTIVITIES. HBA of Spokane is planning to make its Tour of Homes during National Home Week the biggest ever. San Diego BCA, recognizing that problems of the builder-developer are very different from those of the custom builder, has encouraged the two groups to meet separately every other month to discuss their own problems.

WESTERN ADVERTISERS INDEX

Cemex of Arizona, Inc.	38D
Columbia Geneva Div.	
United States Steel Corp.	38P
Fibreboard Paper Products Corp.	
Pabco Building Material Div. 38F, 38K	
Fuller & Co., Inc., W. F.	38N, 38O
Kaiser Gypsum Co., Inc.	38E
Pioneer-Flintkote	38M
Red Cedar Shingle Bureau	38J
United States Gypsum Company ..	38G
Utility Body Co.	38L
US Steel Corp., Columbia	
Geneva Div.	38P

Here's a bank that any



Builders who think residential and commercial construction methods are always miles apart can learn a lot from this Colorado bank. In size, in design, and in basic structure it's much like the up-to-date western home.

The building's owners, the Mountain Savings and Loan, of Boulder, Colo., wanted the structure to have an informal, homelike feeling; the design and the use of wood, provided it. They needed lots of open floor space for desks and counters; the post-and-beam framing gave it to them.

Even in size, this building is related to residential construction. Its width, 34 ft., is not uncommon in today's homes; and many ranch houses exceed its 87-ft. length.

The roof framing is somewhat unusual. Laminated beams were used as widely spaced rafters; To span the 11 feet between them, 2x6's were run lengthwise (see detail, right).

◀ **RILCO POST-AND-BEAM** system was used in this bank. Long span between posts was made possible by running 2x6 purlins the length of the building, at right angles to the rafters. Cedar boards, 1x6 tongue-and-groove, were nailed to the undersides of the purlins.

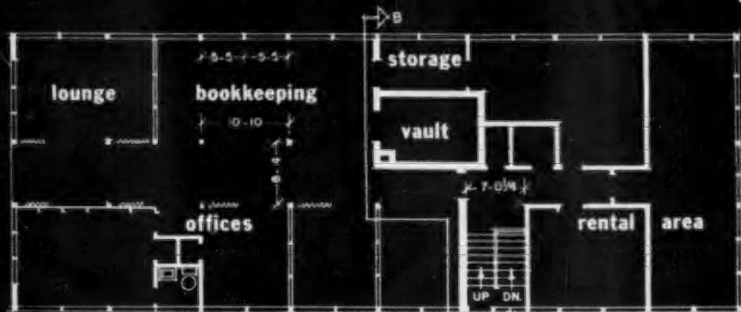


WINNER of regional award of merit, Western Mountain Div., AIA, the building was erected by Wilkins Co., Inc.,

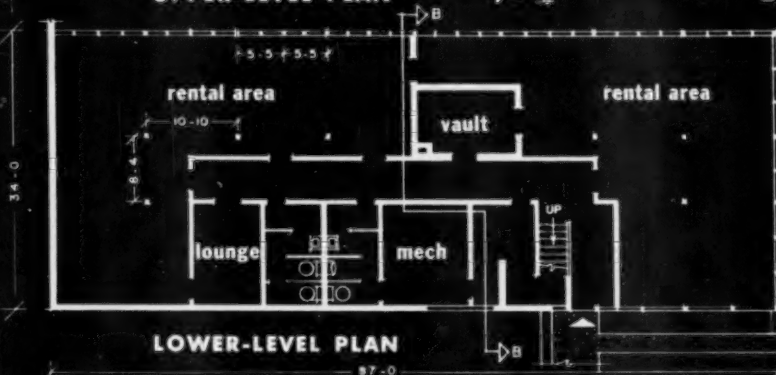
general contractor. To play up "homelike" atmosphere, incandescent rather than fluorescent lighting was used.

home builder can put up

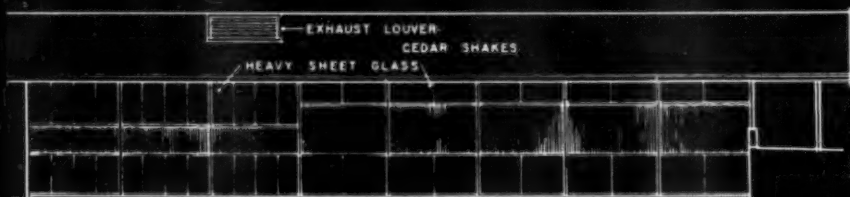
These details show you how the
Mountain Savings & Loan Assn.
building was constructed



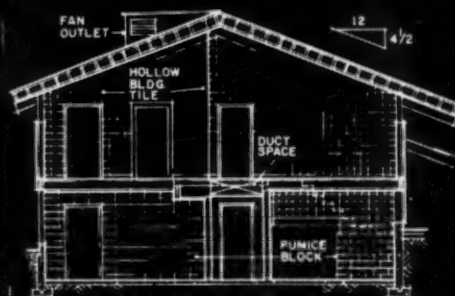
UPPER-LEVEL PLAN



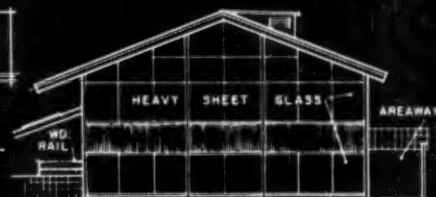
LOWER-LEVEL PLAN



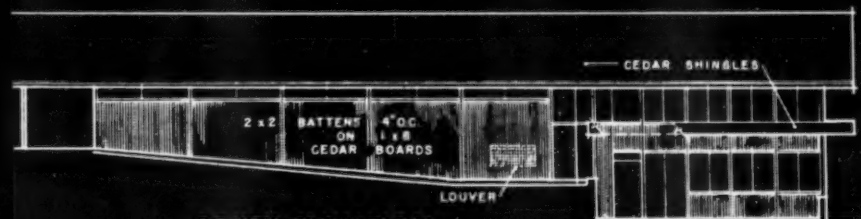
NORTH ELEVATION



CROSS SECTION "B-B"



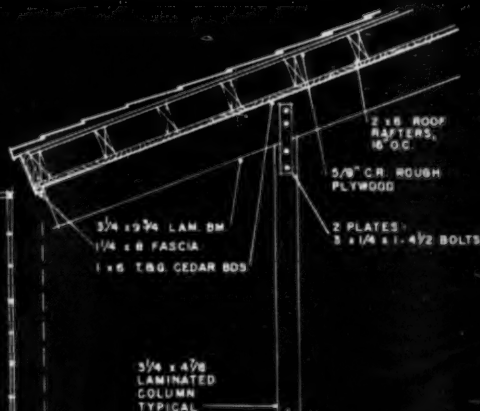
EAST ELEVATION



SOUTH ELEVATION



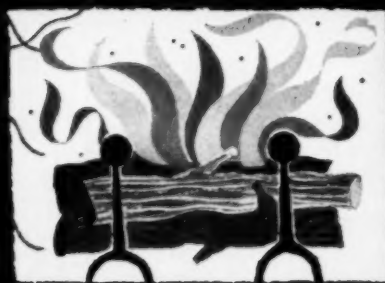
WEST ELEVATION



ROOF FRAMING DETAIL



*Versatile new
building slabs
insulate 3 times better
than ordinary
home construction!*



A "heat-barrier" of Cemex walls and ceilings insulates far better than ordinary types of materials... yet in many cases, costs no more.

Cemex reduces summer temperatures by as much as 20 degrees—and during cold months, cuts fuel bills by keeping heat *inside*. A house built with Cemex is more comfortable 12 months a year, with higher value for both builder and buyer.

Cemex structural slabs have already proved themselves in nearly 1300 residential and commercial buildings. Made of wood fiber bonded by Portland cement and hydraulically molded, they can be delivered to most job-sites overnight from our new West Coast plant... quickly installed by any competent contractor. Send coupon for a free Cemex sample!

*Cemex makes a
good design better*

**Engineering
consultation service
without obligation**



CEMEX IS WHAT YOU MAKE IT! Roof decks, ceilings, flooring, partitions, curtain walls, and even icehouse liners—there seems to be no end to the uses you can make of Cemex! Slabs are 1½, 2, 3, 4 or 5 inches thick, in any size you wish up to 32 x 96 inches. Cemex can be nailed, sawed, painted, and plastered without bonding material. In addition to controlling temperatures, Cemex also *beautifies—absorbs sound—supports roofs and ceilings—installs quickly, easily—resists moisture, termites, and is rated incombustible.*



Acoustical ceiling of Cemex in the Dr. Kent Barber home in Quincy, Illinois (architect, Charles F. Behrensmeyer) is highly decorative and helps equalize Midwest temperature extremes.

Sales Division: 8949 Sunset Blvd. • Los Angeles 46 — CR 6-6236

See for yourself how Cemex makes a good design *better*—just mail us this coupon, and we will ship you a free CEMEX sample by return parcel post.

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FIRM NAME _____

ADDRESS _____

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No Field Caulking Ready for Fast Installation

New Kaiser Fir-Tex Vapor Barrier Roofdek meets weather condition requirements throughout the U.S. The vapor membrane and caulking are factory installed to eliminate costly field work.

You speed completion time, get better looking homes at

lower costs. Available with or without vapor barrier, in painted

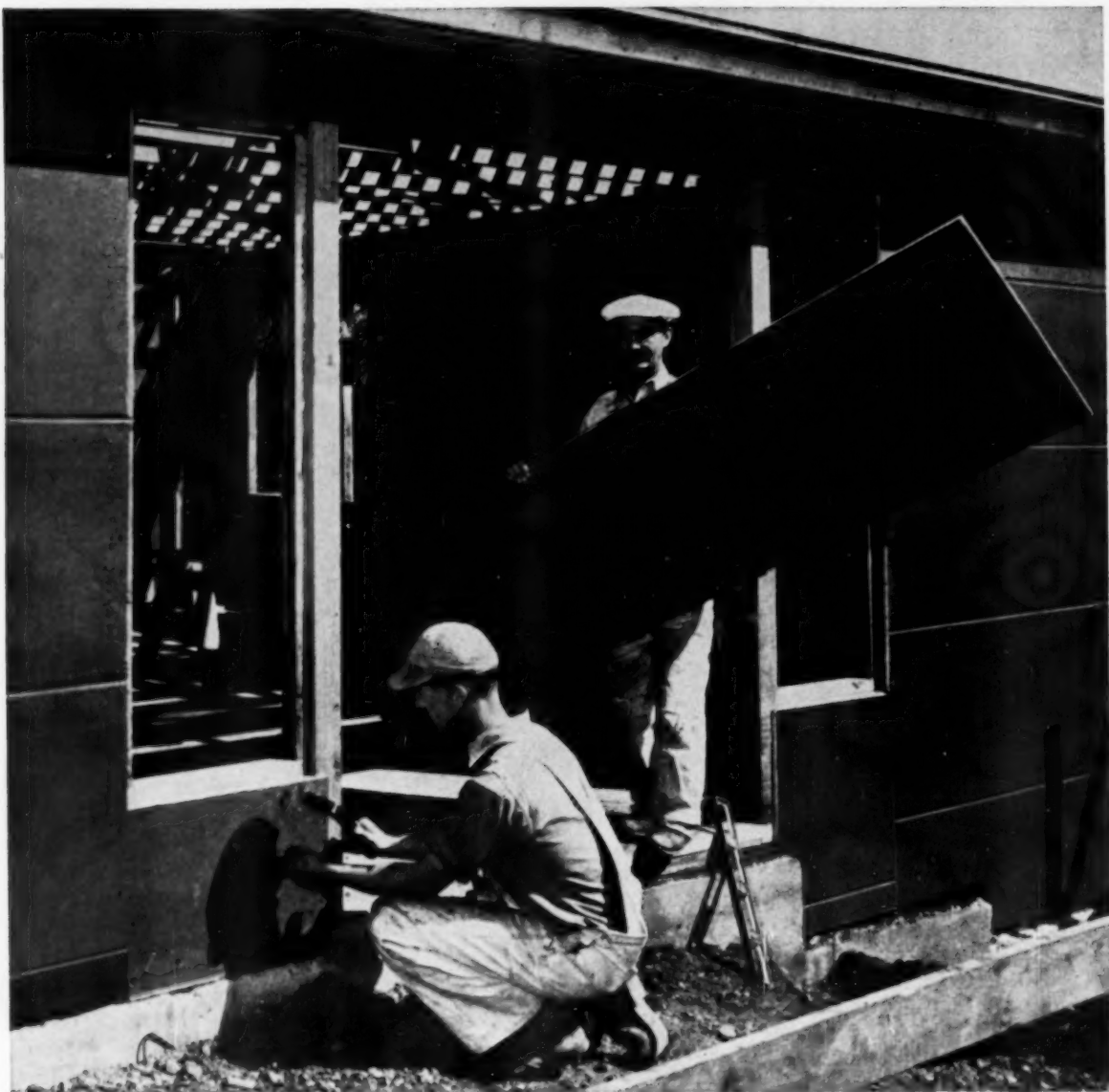
interior surface (insulating) or with perforated interior surface (acoustical). Send for Technical Data Bulletins.



KAISER GYPSUM COMPANY, INC. Kaiser Building, Oakland, California

MAY 1959

38-E



Improve your profit-per-job with Pabco Gypsum Sheathing

With Pabco Gypsum Sheathing, cutting loss is reduced to a minimum. Result? Less waste, lower material cost per job.

And Pabco Gypsum Sheathing is cut by scoring and snapping, not sawing. Fast! It requires fewer nails than other sheathings. Fast! One man can hang an average of 1000 square feet per day. Fast!

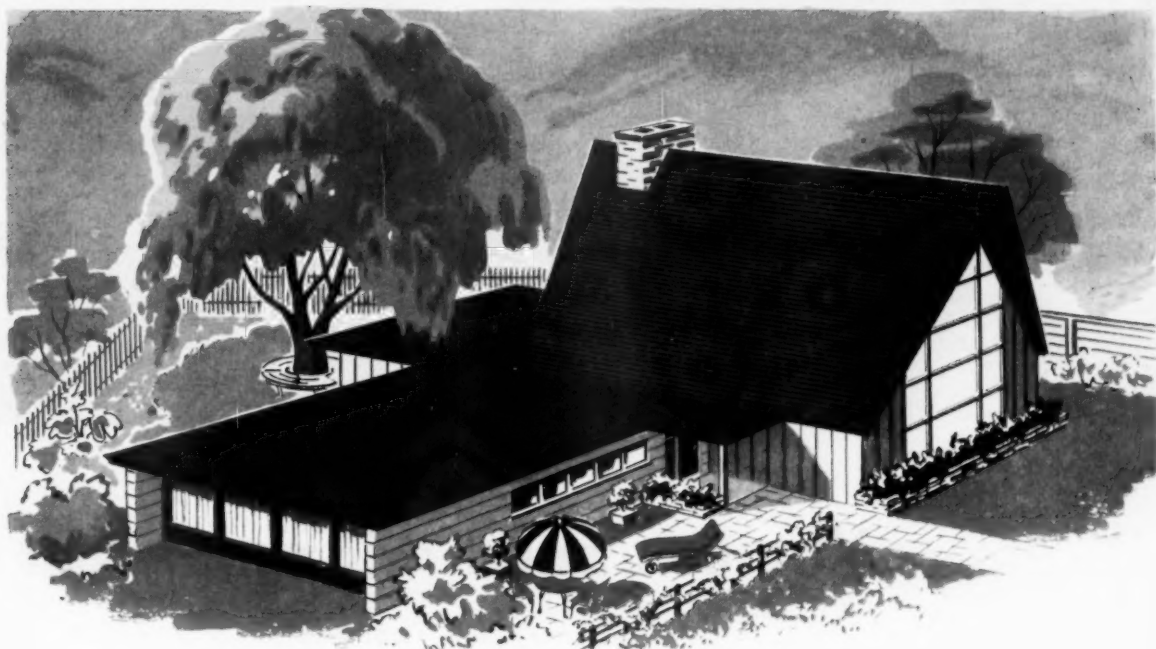
Improve your profit-per-job with highest-quality, uniform, water-repellent Pabco Gypsum Sheathing.

PABCO BUILDING MATERIALS DIVISION, Fibreboard Paper Products Corporation, San Francisco. District Offices: San Francisco, Los Angeles, Portland, Salt Lake City.

PABCO

When you build with insulating roof deck
(or any other roof deck material)
use **USG® ASPHALT ROOFING...**

Protect Your Profits



Regardless of building type, roof deck material, architectural design or customer preference . . . U.S.G. has the roofing to protect your building and your building profits—better.

A western plant provides on-time delivery. Quality control and rigid inspection reduce costly call-backs. And U.S.G.'s shingle colors and designs, especially developed for Western preferences, mean faster, easier selling.

Ask your dealer or your roofing applicator for U.S.G. Shingles and Built-Up-Roofing materials.



UNITED STATES GYPSUM
the greatest name in building

* TM REG US PAT. OFF.

For Built-up-Roofing

SEL-VI-LAP* Mineral Surface Lap Sheet
USG® Asphalt Saturated Felt
ADAMANT* Mineral Surfaced Cap Sheet
SUPER-TITE* Asphalt



For Shingle Roofing

SEALCO* Asphalt Shingles
USG® Thick Butt Shingles



UNITED STATES GYPSUM COMPANY
2322 West 3rd Street, Los Angeles 54, Calif.

Please forward additional information on ☐ U.S.G. Built-up Roofing Materials; ☐ U.S.G. Asphalt Shingles

NAME

ADDRESS

CITY STATE

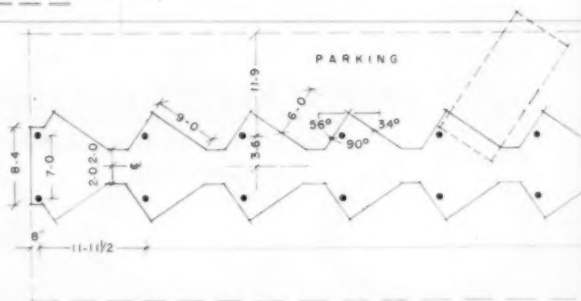
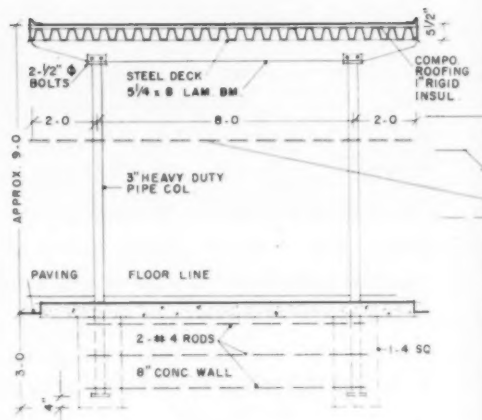
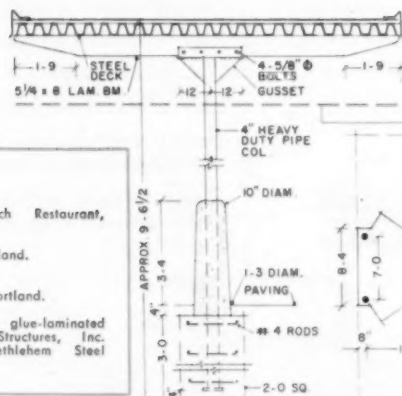


You can build this simple car

This car shelter is low-cost, and easy to build and maintain. You can put one up in less than a month.

As shown in the photos and drawings, its construction is of glue-laminated beams supported by steel pipes. The beams span a total of 30 ft., are spaced at intervals of 10 ft. to 10 ft. $\frac{3}{8}$ in. The pipes are set into the central raised concrete walk. Decking (4x6 double tongue-and-groove, Western red cedar) is applied directly to the beams.

Butterfly roof keeps rain off cars, eliminates gutters.



Location: Yaw's Top Notch Restaurant, Portland, Ore.

General Contractor: R. L. Greene, Portland.

Architects: Wolff & Zimmer, Portland.

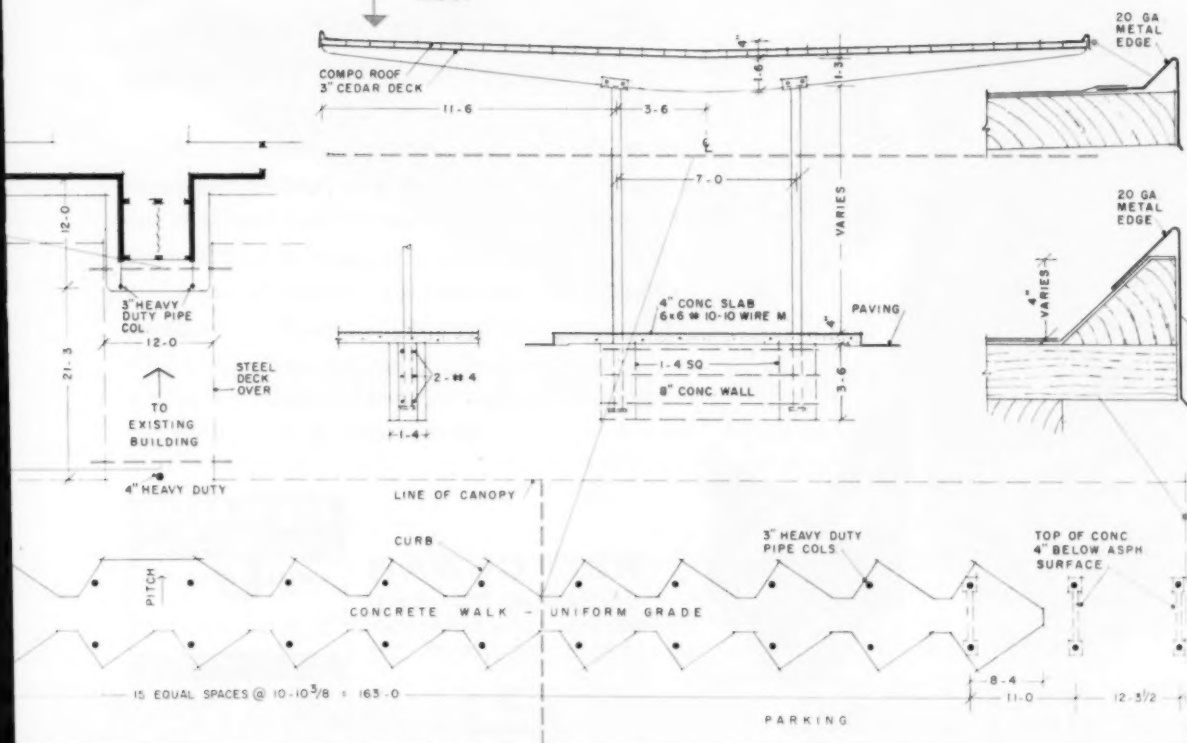
Products: Tim-Deck and glue-laminated beams, Timber Structures, Inc. Steel pipes: Bethlehem Steel Corp.



SIMPLICITY OF CONSTRUCTION is shown in this close-up of car shelter. Timber-framed canopy was used instead of metal because of lower costs, easy maintenance. Covered walk at right of photo leads to restaurant building. It took less than a month to build this shelter.

shelter in less than a month

HOW



WESTERN NEW PRODUCTS . . .

Now . . . from the West . . . the latest in products. They're made and distributed in the Western area alone.



On-the-spot electricity

The new Zeus unit is an electric-power plant weighing only 64 lbs. Offered by Pesco Products as economical to buy and run, unit furnishes premium or emergency AC power. Fiberglass cover protects unit, adds to quiet operation. Pesco Products Div., Dept. AB, 3310 Vanowen St., Burbank, Calif.

Circle No. W73-W on reply card, p. 142



Sodas in the family room

This home soda-fountain/bar will be a real sales addition to your family room. Model KSD measures 32½" wide by 23¾" deep. Has three syrup pumps, two drink compartments, ice cream storage, running-water dipper well. Steel top. Everfrost Sales, Dept. AB, 14815 S. Broadway, Gardena, Calif.

Circle No. W74-W on reply card, p. 142



Insulates and colors

New, from Behr, a white plastic roof coating that reflects up to 80% of sun's rays. Also provides winter insulation. Tough, waterproofing polyvinyl goes on over masonry, tile or pebble roofs, asphalt shingles, roofing paper, wood. Linseed Oil Products, Dept. AB, 1603 Talbert Ave., Santa Ana, Calif.

Circle No. W75-W on reply card, p. 142



SPLIT BY HAND... GRADED WITH CARE

Splitting those big, thick, heavily-textured cedar shakes is a craft. Because they *are* made by hand, no two shakes are ever exactly alike. That is part of their beauty. It also makes *quality inspection* a necessity, because so much depends upon individual care. You can be sure of *full count, full coverage* and *No. 1 quality*, throughout, when you specify shakes bearing the *Certi-Split* label. Always look for, always insist on, *Certi-Split* —under the bandstick of every bundle!

RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Wash.
550 Burrard Street, Vancouver 1, B. C.

CERTI-SPLIT

Handsplit Red Cedar Shakes

NUMBER 1 GRADE

These shakes meet all quality requirements for handsplit red cedar shakes as established by

RED CEDAR SHINGLE BUREAU
(EST. 1900) (INCORPORATED 1954)



MOST VERSATILE BUILDING MATERIAL SINCE WOOD

No other material does so many jobs—inside and outside—so well, at such low cost.

Use these tough new asbestos-cement panels as siding for every building . . . or for interior walls of commercial, industrial, and farm structures. Also ideal for fences, windbreaks, grain bins, growing benches.

Pab-Flex and Pab-Rok sheets are fireproof, rot-proof, weatherproof, termite-proof. Smooth, stone-hard surface decorates beautifully. Large 4'x4' and 4'x8' sheets speed application. Cut by scoring or sawing.

Pab-Flex available: 1/8", 3/16", and 1/4". Pab-Rok available: 3/16" and 1/4".

Both meet Federal Specifications. Order from your building material supplier.

Pabco Building Material Division, Fibreboard Paper Products Corporation, San Francisco, California.

NEW! PAB-FLEX

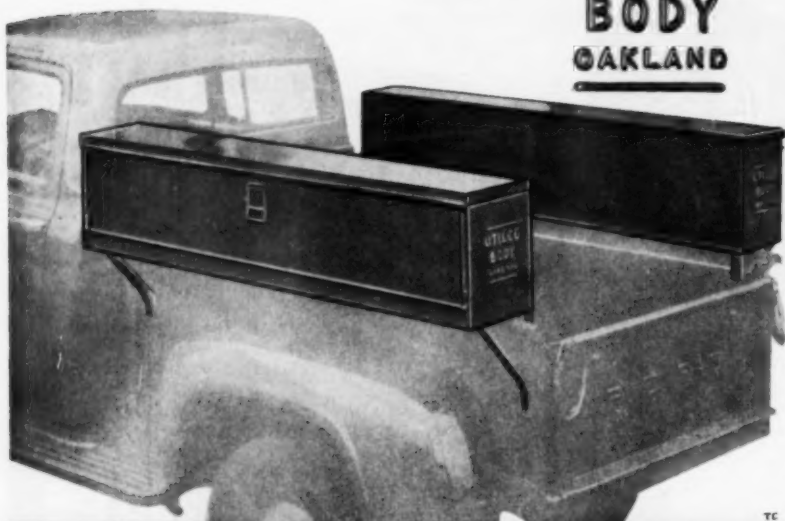
Flexible Asbestos-Cement Board

NEW! PAB-ROK

Utility-grade Asbestos-Cement Board

"more for your money"

**UTILCO
BODY
OAKLAND**



LOWEST COST • SERIES TC



Buy yours individually
or in pairs

Any way you want them
we have them!

TOOL COMPARTMENTS

Adaptable • Versatile • Economical. Series TC Rugged Tool Compartments are designed so that you can mount them on any pickup truck or flat bed vehicle. Buy them any way you want them. Individually or in pairs with or without part trays. They convert the most ordinary pickup truck into an efficient workable service vehicle by adding lockable carrying space for tools, parts and other equipment without sacrificing loading area. 1/2 Ton Pickups require TC-72 and 3/4 Pickups require TC-84. Complete mounting instructions are furnished with TC Tool Compartments so that they can easily and economically be transferred when you replace your truck.

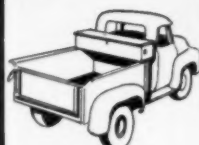
OPTIONAL EQUIPMENT

- Overhead Ladder racks
- Vise Brackets
- Pipe Carrier with tension clamps
- Sliding Steel Covers, etc.

Write Utility Body Company or telephone your nearest distributor for complete information.

UTILITY BODY CO.

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SERIES U-56
CROSS COMPARTMENTS



MODEL UB-T



MODEL UB-X



MODEL UB

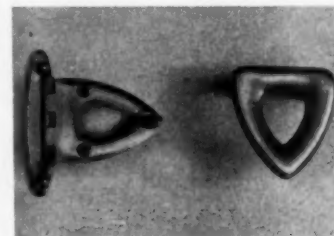
WESTERN NEW PRODUCTS . . .



Tile counter is packaged

In ceramic tile . . . a completely packaged countertop. Pacific Tile's UNI-DEK package includes one-piece stretchers and angles in standard 6x6" size. Setting is faster because of fewer pieces. Finished counter has fewer grout joints. Pacific Tile & Porcelain Co., Dept. AB, 7716 E. Olive St., Paramount, Calif.

Circle No. W76-W on reply card, p. 142



New look for hardware

Fresh approach to cabinet finishing . . . new Shield style hardware. Line includes matching hinges and knobs in both open- and closed-face design. Variety of patterns and finishes for modern or Early American design cabinets. Hyer Hardware Mfg. Co., Dept. AB, 2834 E. Olympic Blvd., Los Angeles, Calif.

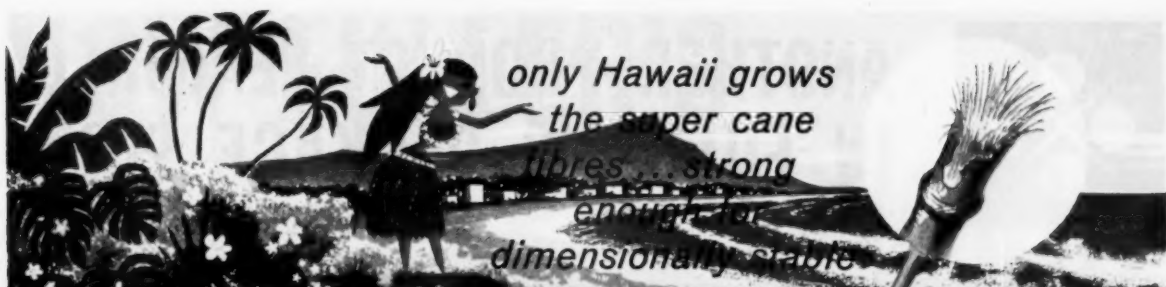
Circle No. W77-W on reply card, p. 142



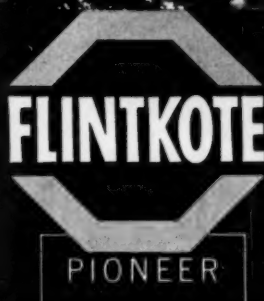
Converts to chop saw

This new portable attachment will convert your electric hand saw into a high-production chop saw. CTD attachment weighs only 24 lbs.; makes accurate cutting of plastics, wood, a simple job. Commercial Tool & Die Co., Dept. AB, 2315 Jesse St., Los Angeles 23, Calif.

Circle No. W78-W on reply card, p. 142



only Hawaii grows
the super cane
fibres... strong
enough for
dimensionally stable



canec
ceil*dek

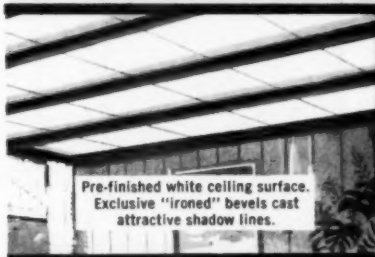
BEST BUY IN BUILDING—
by the manufacturers of
America's broadest line of
quality building products.

Structurally stronger **CEIL-DEK** is the modern material for beamed ceiling construction. It's roofdeck, finished ceiling and double* insulation... all in one fast, easy economical installation. Finish it topside with built-up roofing... or for the truly modern roof with Flintkote asphalt shingles.

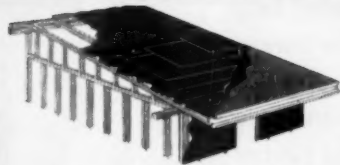
Type VB permits installation in any climate.

Send coupon today for information and samples.

*thickness for thickness, CEIL-DEK has more than double the insulation value of wood.



Pre-finished white ceiling surface.
Exclusive "Iroed" bevels cast
attractive shadow lines.



In built-up roofing, or for the newest roof
of all use Flintkote asphalt shingles.

PIONEER-FLINTKOTE

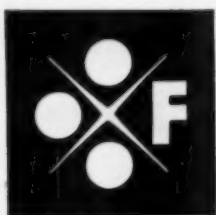
Box 2218 Terminal Annex, Los Angeles 54, Calif.

Please send **CEIL-DEK**
information and samples.

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PIONEER-FLINTKOTE

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SEATTLE • PORTLAND • HONOLULU



ANOTHER PRODUCT FEATURED IN FULLER'S PACKAGE PLAN

TRIMVIEW SHOWER DOORS

**The quality line
in every price range**

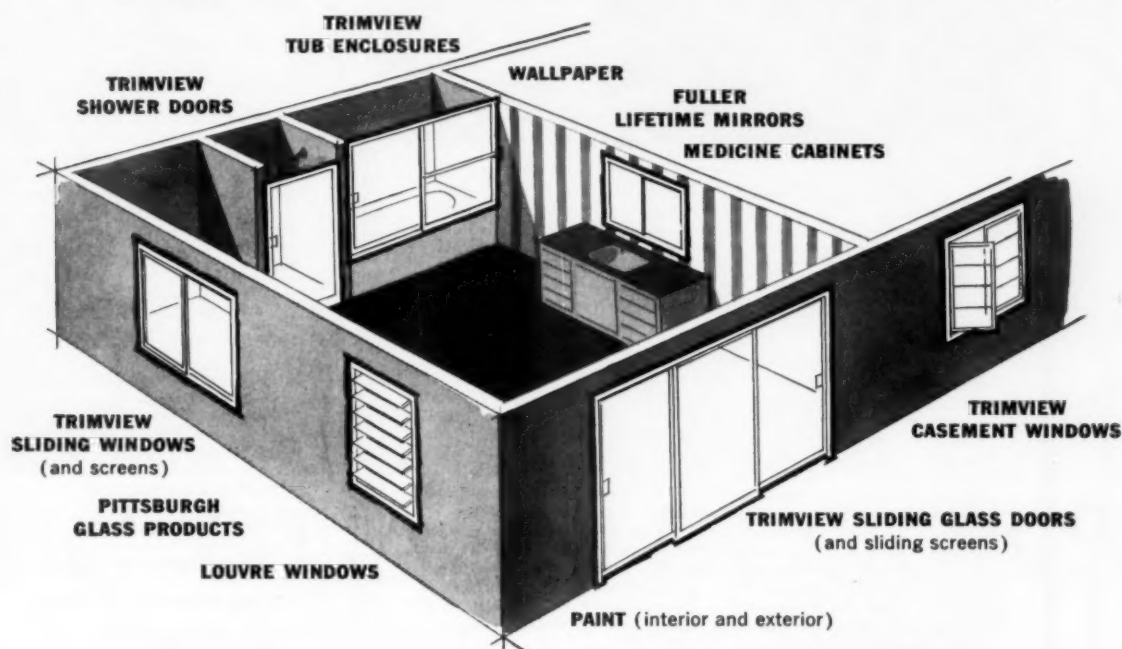
Trimview Shower Doors are built to give you the most for your money—in all price ranges. The Deluxe Model is constructed of 1½" aluminum with a chrome-plated loop handle and an anti-drip channel. The lowest-cost model comes in ¾" aluminum and has the Deluxe features of continuous piano-type hinges, free-action friction latch, and rubber sweep. All these rugged doors are especially easy to install and glaze—and come in the handy "six-pack" for real economy on multiple-unit projects. See the quality Trimview line at your Fuller Dealer soon.



HOW FULLER'S PACKAGE PLAN WORKS

Under the Fuller Package Plan, you are guaranteed present competitive prices for a period of up to one year on Fuller Products you plan to use during that period. For these products, you will pay only the agreed price—regardless

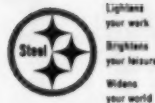
of price increases. Thus you can forecast your costs accurately and hold those costs down. In addition, you gain all the service advantages of dealing with one company—in uniformity, in billing, in delivery.



HOW FULLER PRODUCTS HELP SELL YOUR HOMES

Fuller Package Plan Products are designed to give any home that modern look. Many of these products are luxury "extras" that help sell homes on sight. But most important, Fuller Products sell homes on quality. Their high quality speaks for the quality of your construction—now and in the years ahead. Consider Fuller's modern, quality products not only for their immediate sales appeal, but as part of the good reputation that helps you sell other homes. And add the economy of the Package Plan! Why not see your Fuller Representative now?





THIS IS THE STORY OF STEEL SCHOOLS IN THE WEST!

2,500,000 people
saw it in Reader's Digest...
and it concerns you!

This story and others like it are presented by United States Steel to inform parents, school boards, engineers, architects and builders on the economy and design advantages of steel for schools. This year, steel will be receiving close attention on many new school jobs in the West. Be sure you have the facts. Write for our new booklet—and reprints of this story to give your school building prospects and clients. Fill out the coupon and mail it to USS, Department AB5, 120 Montgomery Street, San Francisco 6.

How STEEL is helping to erase our school shortage

IF WE were to construct eight grammar school classrooms every day and eight hundred high school classrooms every week—we would still be unable to keep pace with our growing population." The speaker, a prominent Western governor, spoke a challenge.

Los Angeles was quick to meet it. A million-dollar-a-week, five-year master plan for new schools was presented and passed. The next question: "How to get the most schools for the money?"

Southern California's leading architects joined with Bernard Perlin to design all-steel schools. Now general manager of Calcor Corp., Steel Buildings Division, Huntington Park, Perlin developed a handsome, modular steel classroom. These units seat 35 students and can be erected by skilled steelmen in weeks—not months, for much less than other materials. Steel framing, wall panels and roof decking lock together to make the buildings earthquake-safe. The structures are 100% incombustible.

Old-style heavy desks and seats are no longer anchored to the floor in rigid rows. The new light-weight steel furniture is movable and classroom seating plans are easily changed in squares, circles or conversational clusters.

Also movable are vinyl-covered steel wall cabinets in soft pastels.

Natural lighting is captured wherever possible through sweeping glass areas and plastic skylights, while fluorescent steel fixtures deliver overhead lighting from tinted acoustical ceilings.

Students can't break the sound barrier between classrooms. Dividing walls are sandwiches of steel with built-in thermal-acoustical insulation. Thin curtain walls of steel provide increased area within the buildings. Outside, steel, in a variety of finishes, always looks bright and new. Porcelain-enameled steel, for example, will not fade or discolor. It needs no maintenance, and seasonal rains will do the cleaning.

This is the wonderland of steel schools—the fast-growing eraser of a vital building shortage. To date, Calcor has produced nearly four hundred steel classrooms in Southern California, alone. Visit a steel school soon and you'll soon see why.

• Free copies of "New Ideas in School Construction" with steel application and specification data are available to school officials, architects and engineers. Write: Steel Schools, Dept. SS5, USS, Columbia-Geneva Steel Division, 120 Montgomery Street, San Francisco 6.

USS is a registered trademark



**Columbia-Geneva Steel
Division of
United States Steel**

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Please send me a copy of "New
Ideas in School Construction"
() and/or _____ reprints of
this Reader's Digest Story ().

Name _____

Firm _____

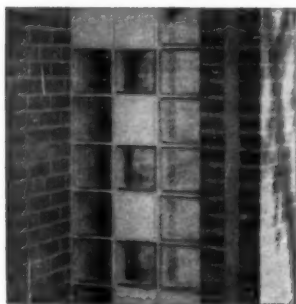
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City _____ State _____



PC GLASS BLOCKS

When your clients ask for "something different"



That just-right look of quality. Just the right feel of "difference." Panels of PC Glass Blocks, clear and in color: warm, light and friendly inside; crisp, clean beauty outside. It's easy when you think in terms of the PC Glass Block line for your next commercial building, home, reception room, or retail store . . . whatever you build, rebuild or remodel. For complete details, write Dept. AJ-59, One Gateway Center, Pittsburgh 22, Pa.

P I T T S B U R G H **pc** C O R N I N G

New Masonite

When she's a Tot...



When she's a Teen.



Panelok Wall

a flexible wall system with Adjust-A-Bilt accessories

Nothing like it before—at any price! A colorful, easy-to-install wall with hidden supports for shelves, racks, cabinets and other Adjust-A-Bilt® accessories that can be arranged and rearranged without harm to the surface. No wonder the National Association of Home Builders chose it for interior walls of the much-talked-about Knoxville Research House!

Here's the big feature that'll draw the crowds to your next Open House. Use it in the living room, family room, child's bedroom, or den; and as a wonderful, economical idea for getting more space out of closets. It'll be a prospect-pleaser in any room.

The Panelok wall system is available in 2' x 8' panels in the Royalcote colors shown below, or unfinished ready for painting.

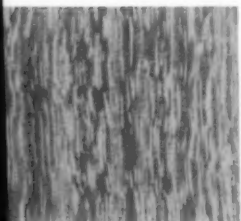


in 4 exciting colors

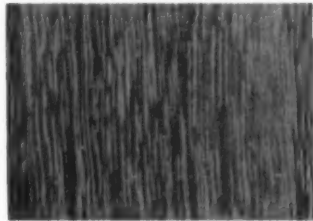
NEW! *Royalcote® wood-grain finishes offer beauty, low cost*

Here are full-bodied tones designed to harmonize with any decor. Combined with the handsome walnut-grained pattern, they lend a rich warmth to room settings. A coat of wax or clear sealer on these smooth hardboard panels will make them a permanent part of any home.

For complete details about these newest Masonite contributions to better building value, see your lumber dealer or write Masonite Corporation, Box 777, Chicago 90, Ill.



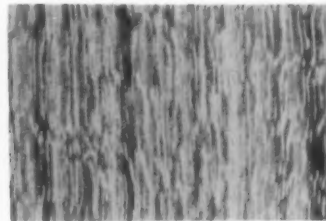
Royalcote Misty Walnut Style #100. A cool and elegant shade complement blond furnishings.



Royalcote Rosé Walnut Style #103. Rich in tone, it blends with Early American or Western motifs.



Royalcote Antique Walnut Style #104. For the more traditionally minded. Superb for an accent wall.



Royalcote Champagne Walnut Style #102. Light and sparkling, it sets the mood for the relaxing hours.

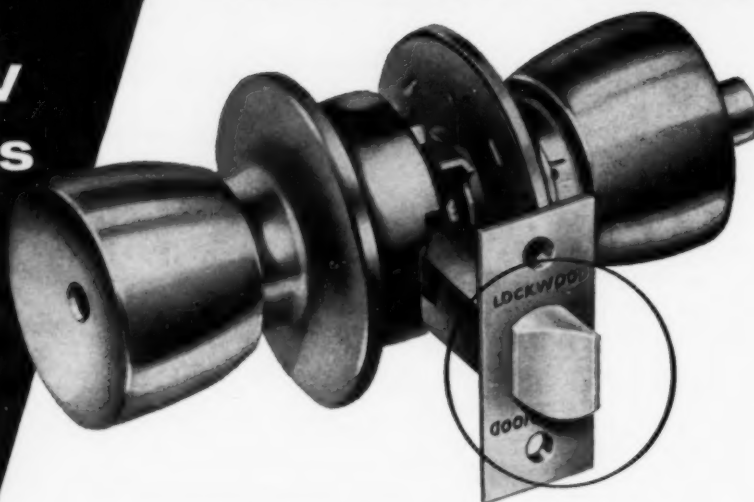
MASONITE



CORPORATION

something
NEW
for
NEW
doors

LOCKWOOD'S **NYLON BOLT***



- **FRICTION-FREE** — easy, quiet operation
- **ATTRACTIVE** — non-corrosive, lasting finish
- **DURABLE** — good for a lifetime of service

A unique sales feature for your new homes that's extremely practical from a functional standpoint and highly effective as a selling "conversation piece":

Lockwood's **NYLON BOLT** for residential interior door locks and latches — made from Dupont industrial nylon.

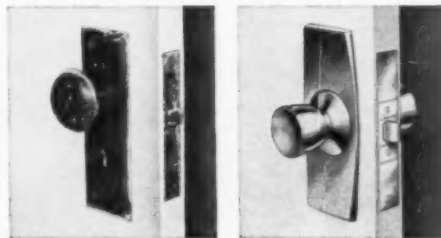
**Optional on Lockwood "R" Series interior sets*

...something **NEW** for **OLD** doors
(with tired locks)

LOCKWOOD'S **REMODELOR**

Here is the most practical answer yet devised of how to make an old door look new. Designed to replace unsightly, malfunctioning mortise locks on either interior or exterior doors, **REMODELOR** covers all old holes and blemishes.

An attractive Lockwood "R" Series or "S" Series lockset can then be installed in a matter of minutes, completely modernizing the installation — both in appearance and function.



LOCKWOOD

LOCKWOOD HARDWARE MANUFACTURING CO., FITCHBURG, MASS.

A 9-page report to builders from
Douglas Fir Plywood Association

20 ways to build more house for the money with **FIR PLYWOOD**



- 5 ways to cut costs with Exterior fir plywood siding
- 4 ways to build better for less with fir plywood sheathing
- 6 ways to cut on-site labor with fir plywood components
- 5 ways to add sales appeal with fir plywood built-ins



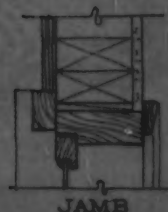
20 WAYS TO BUILD

MORE HOUSE

FOR THE MONEY



FIR PLYWOOD SIDING:



Richard Grant used Texture One-Eleven® combined siding-sheathing, saved 18 man hours on wall construction, plus materials.

1

Save '100 and more per house by applying Exterior fir plywood directly to studding

Why install both sheathing *and* siding when you can do the job in one operation with Exterior plywood. Plywood combined siding-sheathing has ample bracing strength and meets FHA requirements.

Savings in time and materials are substantial. Builder Rowland Van Ness, San Jose, for example, reported $\frac{3}{8}$ " Exterior plywood siding-sheathing has saved more than \$150 per house.

Another builder, Richard Grant, developer of the 1,200 home Parkside tract in San Mateo, estimated savings of \$125 per house with Texture One-Eleven® combined siding-sheathing.

For more information about Exterior plywood siding-sheathing, write Douglas Fir Plywood Association, Tacoma 2, Washington.



Rowland Van Ness used Exterior fir plywood and batten siding to eliminate all sheathing, bracing and blocking.

five ways it can help you cut costs



2

Single wall construction for mild climates

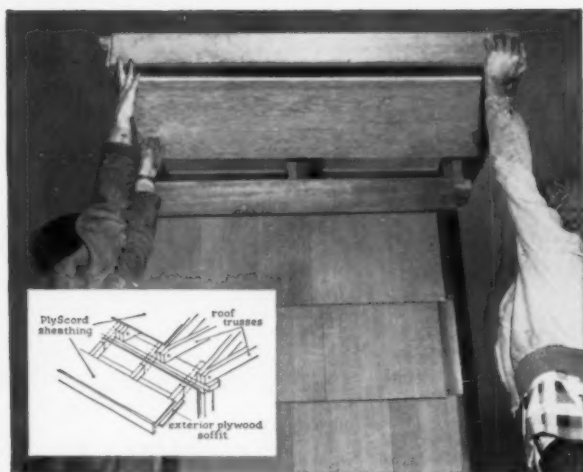
A single thickness of $\frac{3}{4}$ " Exterior plywood, serving simultaneously as siding, sheathing and interior paneling, helped Nu-Way Construction Co., South Pasadena, sell this add-a-room package for only \$5.50 per sq. ft. Construction is post and girder with plywood rabbeted into posts and sills. Standard unit is 15' x 20'.



3

"Japanese" panel siding speeds remodeling

A quick face lifting was accomplished on this OHI remodeling job by applying Exterior plywood directly over the old siding. To create oriental effect, 1 x 3 battens were used over vertical panel joints and above and below windows to provide louvered effect. The plywood panels are painted white, battens dark brown.



4

Eave component reduced site labor 50%

This fir plywood eave overhang component was developed by A. C. Milne and John K. White of American Houses to speed and simplify construction. The unit is 8' long, combines outlookers, fascia, plywood sheathing and soffits. The unit slips into place; the outlookers are nailed to the upper chord of the roof truss.



5

Prefab gable ends halve construction costs

Prefabricated Texture One-Eleven plywood gable ends developed by Brockbank Builders, Salt Lake City, Utah, helped speed construction by more than 50 per cent. The shop-built sections reduced on-site labor by eliminating piecemeal framing and fitting. T-1-11 requires only inexpensive shake stain finishes.

For your own protection, specify only DFPA trademarked plywood

(CONTINUED)

20 WAYS TO BUILD
MORE HOUSE
 FOR THE MONEY



FIR PLYWOOD COMPONENTS:

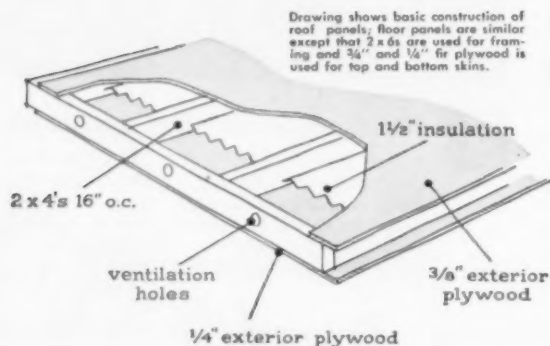
Fir plywood stressed-skin panels reduce on-site labor by as much as 80 per cent



6

Flat stressed-skin panels helped hold construction costs to \$8.20 per square foot on this 2,200 gross-square-foot house built by John Odgers, Seattle.

The house is built on two levels with the 4' x 12' stressed-skin plywood components serving as a combined first story ceiling and second story subfloor, and a finish ceiling and roof decking on the upper level. In addition to simplifying construction and reducing site labor, the panels permit large clear floor areas, spanning 12 feet or more without supplementary support. Panels fabricated and installed by Panelbild System, Inc.; architect: Robert Hugus.



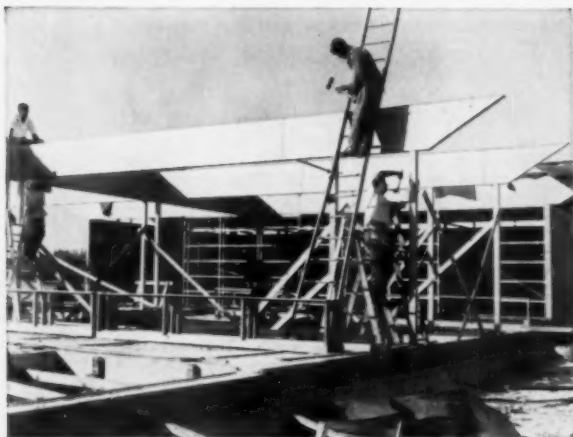
7

Curved Panels on this school building span 16 feet, cost only \$1.10 per square foot in-place. These panels are of sandwich construction, with 5/16" upper skins and 1/4" fir plywood lower skins glued to a 3/4" honeycomb paper core; edges are tongue and grooved. Contractor: Standard Construction Co.; components fabricated by Panelbild Systems, Inc.; architect: Robert Billsbrough Price.

Like the flat panels shown at left these curved components rely on thin stressed-skin plywood coverings to achieve strength and stiffness without bulk or dead weight.

ideas for tomorrow's house you can use today

Fir plywood box beams and truss gusset plates offer strength, safety and savings



8

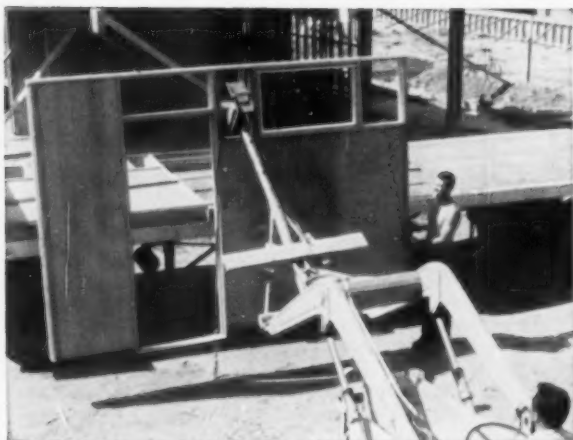
Fir plywood box beams are light, strong, dimensionally stable. They can be engineered for any load or span and fabricated in almost any shape dictated by design or appearance considerations. For floor, roof or ridge beams, garage door or window lintels, there is no cheaper—or better—way to do the job.



9

Fir plywood gusset plates are the surest and simplest way of fastening joint truss members together. Plywood provides greater rigidity, reduces deflection. It can be used for either nail or nail-glued construction. The trusses themselves eliminate load bearing partitions, take less time and material to build.

Fir plywood wall components like these make building fast, easy and profitable



10

Prefabricated plywood wall panels used for a 50-room motel job in Palo Alto helped Contractor Don Gordon build five buildings in less than 100 days at a cost of less than \$9 psf. The fir plywood components were assembled in jigs and trucked to the job site where they were boom-lifted into position.



11

Panelized plywood wall sections permit three workers to erect walls in only 90 minutes on Lu-Re-Co homes built by Hebb & Narodick, Seattle. Components (including trusses and plywood sheathed gable ends) are credited by construction foreman with saving as much as \$300 per house in labor costs alone.

For your own protection, specify only DFPA trademarked plywood

20 WAYS TO BUILD

MORE HOUSE

FOR THE MONEY



FIR PLYWOOD SUBFLOORS

2·4·1

1½"-thick plywood combined subfloor-underlay panels

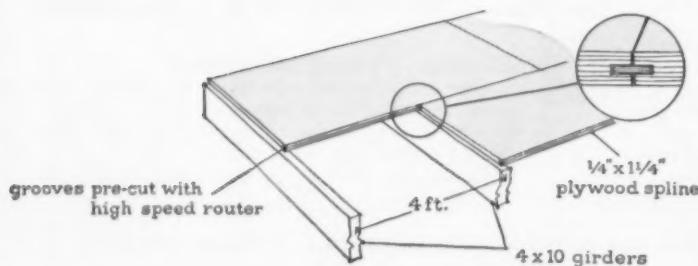


12

Why August Garcia is sold on 2·4·1® plywood

August Garcia and Ed Rosenbaum, builders of the 234-home Mardell Manor project, used 2·4·1 plywood with Exterior (waterproof) glue because the panels stand up better under repeated wetting and drying encountered during construction delays of as long as four weeks. With 2·4·1 there is no shrinkage or swelling or knots to loosen and drop out. The plywood forms a smooth, tight base for finish flooring.

Builder Garcia estimated savings in labor and materials more than offset 2·4·1's higher initial cost. "But most important," he says, "it lets us give customers a better house. We have yet to have a flooring complaint. That's why I'm 100 per cent sold on 2·4·1."



13

...and how Dale Forsberg used it with a new spline joint to save over \$200 per house

Forsberg Construction Co., Minot, S. D., has saved as much as \$225 per house with 2·4·1 plywood over girders on four-foot centers, using splines instead of 2 x 4 blocking to support panel edges. The system saves both labor and materials—plus contingent savings on application of finish floors. A four-man crew can install 1,120 sq. ft. of 2·4·1 subflooring in just under three hours.

For more information about 2·4·1 combined subfloor-underlay panels, write Douglas Fir Plywood Association, Tacoma 2, Washington.



and SHEATHING: better construction, lower cost

14

"Blanket" sheathing saves time and labor costs on Long Island homes

H. M. Gorelick, Inc., developed a system for "blanketing" a house with PlyScord sheathing that not only results in stronger, tighter construction but also saves two man hours or \$7.00 per house.

Carpenters cover the entire outside wall with PlyScord without regard to window or door openings. After the entire surface is sheathed, window and door openings are cut out from the inside with an electric saber saw. Cut out portions are dropped on the ground and salvaged for re-use.

On a typical unit with 432 sq. ft. of wall area, it took two men only one hour and thirty-five minutes to apply the sheathing and cut openings. Using the conventional method of measuring, scribing and sawing took two and a half hours.



15

PlyScord® wall and roof sheathing speeds work on New Hampshire public housing job

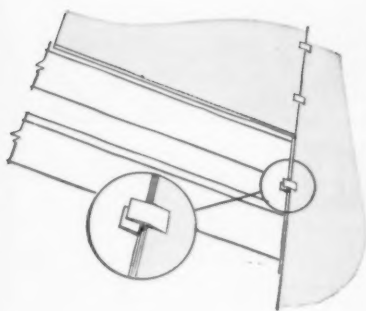


The combination of PlyScord and Plyclips is credited with making possible a 50 per cent labor savings on this 31-building New Hampshire public housing project. Over 160,000 sq. ft. of plywood was used for both wall and roof sheathing.

The contractors, Beacon Construction Co. of Boston, report plywood's large size and workability helped speed work, and that the use of Plyclips to support panel edges on the roof sheathing eliminated the need to cut and apply blocking between rafters.

Plyclips are a relatively new item, but are available throughout the country in all standard plywood thicknesses and cost only about \$3.50 per 100. For more information write Douglas Fir Plywood Association, Tacoma 2, Washington.

For your own protection, specify only DFPA trademarked fir plywood



(CONTINUED)

20 WAYS TO BUILD
MORE HOUSE
FOR THE MONEY



FIR PLYWOOD BUILT-INS

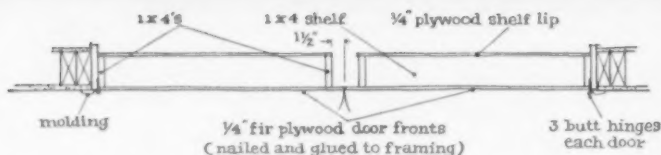


16

Plywood shelf-door wardrobes double usable storage space

Here's a new way of handling wardrobe storage developed by Architect Mary Lund Davis in cooperation with *Better Homes and Gardens*. It's loaded with ideas that can be profitably adapted to most speculatively built houses.

The basic idea is simple: $\frac{1}{4}$ " fir plywood doors stiffened on four sides with 1x4 lumber. Shelves also add stiffness and provide up-front storage for small items. Doors open to provide free access to built-in fir plywood drawers and storage trays. By varying placement of shelves and interior fittings, the shelf-door principal can be adapted to meet storage requirements in any room.

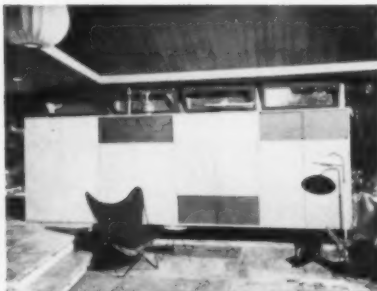


Your sales story is built-in, too, when you offer your prospects plenty of storage space.



17

Bedroom built-ins like these make a big hit with families with children. Built-in desk and drawer units plus roomy plywood shelf-door wardrobe permit owners to move in with minimum investment for furnishings.



18

Storage walls of fir plywood are a real "plus" when it comes to making sales in today's competitive market. Light, strong fir plywood speeds work, simplifies framing and carpentry work for your crews; takes any finish.



19

Carport storage makes up for the lack of storage space in homes without garages or basements. Exterior plywood "built-ins" like this give your customers a place to store outdoor furniture, garden and patio equipment.

boost your loan value as well as sales appeal

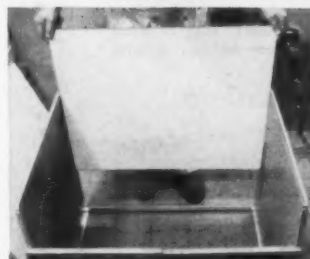
20

New idea in fir plywood cabinet construction saves you time and money

This unique system for modular cabinet construction makes use of satin finish aluminum frames and fir plywood to make flush cabinets with the popular new "sheer" styling. Developed by Architectural Hardware Corp., the metal framed plywood units save over a third of the time and up to 15 per cent of the cost of conventional cabinets.

Plywood sides, top and bottom are cut into simple rectangular shapes and slipped into top and bottom frames which interlock parts to form a single rigid unit. No other fastenings or special joinery are required.

The system can be used for both upper and lower units and is flexible despite its reliance on standardized sizes. Frames may be purchased separately or complete with pre-cut fir plywood. For information write, Douglas Fir Plywood Association, Tacoma 2, Washington.



ONLY QUALITY PLYWOOD IS DFPA TRADEMARKED

Plywood construction is the finest, strongest money can buy. But to do the job it must be made right *inside and out*. Quality is critical.

That's why it makes sense to insist on DFPA grade-trademarks on every panel.

DFPA trademarks identify plywood produced under the industry-wide DFPA quality control program which includes both continuous factory inspection and laboratory testing. Quality is never compromised. Where plywood does not meet DFPA standards, use of grade-trademarks is withdrawn.

DFPA trademarks are backed by over 25 years experience in plywood testing—plus the reputation and integrity of over 100 DFPA-member mills which produce more than 90 per cent of all Douglas fir and Western softwood plywood.

DOUGLAS FIR PLYWOOD ASSOCIATION, TACOMA, WASHINGTON
—a non-profit industry organization devoted to research, promotion and quality control

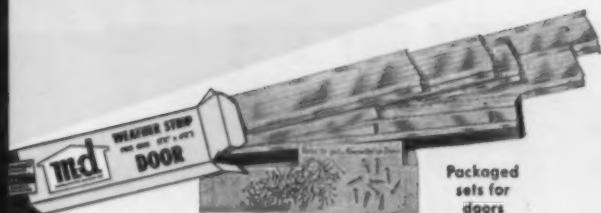


Since 1934, the DFPA-industry quality control program has served customers and specifiers by providing unbiased and authoritative certification of fir plywood quality.

Only plywood which bears the DFPA trademark is manufactured under the industry-wide Douglas Fir Plywood Association quality control program. Always look for the letters "DFPA"



For more SEE-able features... Quality Building Products



Packaged sets for doors

M-D Numetal WEATHER STRIP

Packaged sets for doors, in stainless steel or bronze. Complete packaged units mean easier handling for you . . . easier installation for customers. M-D Numetal door sets available with regular door bottoms or with any M-D threshold.

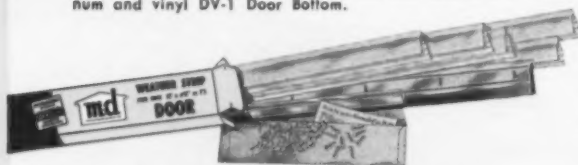


M-D Jamb-Up

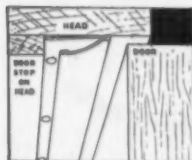
DOOR WEATHER STRIP

Extruded Aluminum & Durable Vinyl

Perfect for wood or metal doors. Made of sturdy, extruded aluminum and tough, durable vinyl. Comes completely packaged with necessary strip, nails, screws and instructions. Available with or without extruded aluminum and vinyl DV-1 Door Bottom.



M-D H-4 FOLD-BACK DOOR WEATHER STRIP



Automatically spaces itself when properly placed against door stop. A smoothly-operating, economical packaged set for all standard doors. Aluminum or bronze—with any door bottom or threshold desired. Nails, screws and instructions furnished in each set.

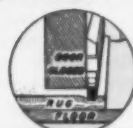


M-D Nu-GARD AUTOMATIC DOOR BOTTOMS

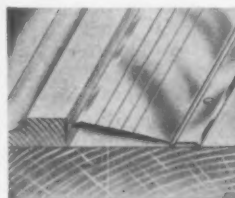
For ALL doors. With silvery-satin or Albras finish—will not rust or tarnish. Furnished in standard lengths—28", 32", 36", 42" and 48".



Up automatically to clear carpet easily when door opens.



Down snugly against floor to seal out drafts when door closes.



M-D On-GARD COIL WEATHER STRIP

All-metal weather strip in handy rolls. 8 widths in either stainless steel or bronze. Features built-in tension, embossed nail zone and hum-proof edgel.

M-D Nu-WAY WEATHER STRIP

The "original" coil metal and wool felt weather strip. Fast-selling because it's so easy to put on. Each individual package contains one 18 ft. roll with nails and instructions. Packed 12 cartons in free display.



M-D CASEMENT WINDOW WEATHER STRIP

Easy to install on steel or aluminum casements. Slips over window flange. Style No. 1 is used on head and lock side of swinging edge of metal casement windows. Style No. 2 is used on hinge side and the sill.

Style No. 1

Style No. 2

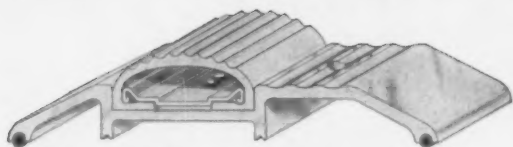


BUILDERS Sold by Leading Hardware, Lumber and Building Supply Dealers.

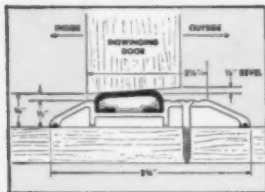
DEALERS ORDER TODAY your order will receive prompt shipment.

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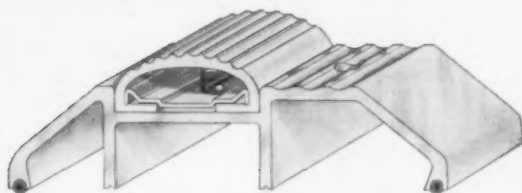
for Doors and Windows



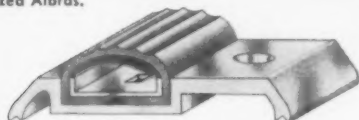
M-D EXTRUDED THRESHOLDS



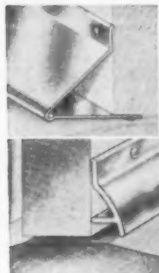
AP-3 3/4 —America's most popular threshold with replaceable vinyl insert. Note vinyl calking strips under each leg, which may be removed if the use of Nu-Calk Calking Compound is preferred. Available in Alacrome or Anodized Albras.



AP-118—(above) Designed especially for thick pile rugs. Has vinyl calking under legs, as well as replaceable vinyl insert. Available in Alacrome or Anodized Albras.



AP-158—Threshold of sturdy, extruded aluminum with replaceable vinyl insert. Can be used on bottom of door or on top of wood threshold. Available in Alacrome or Anodized Albras.



M-D DRIP CAPS

Prevents rain from draining or blowing under door or wood casement windows.

A Available in DCA Aluminum or DCA Albras. Holes punched, nails furnished—comes in any length.

B New, heavy duty extruded aluminum drip cap. Packed in individual poly tube. Available in natural Alacrome and in 3 permanent Anodized finishes. Standard lengths 32", 36", 42" and 48".



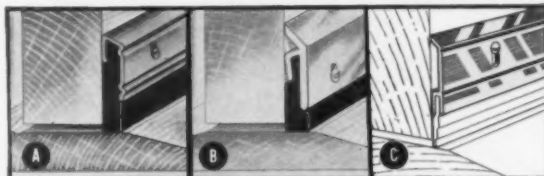
M-D CALKING COMPOUND

Nu-CALK Speed Loads

World's finest calking compound available in loads, with or without nozzle . . . hand squeeze tubes . . . or 1/2 pt., pt., qt., and gal. cans. Also 3-gal. and 55-gal. drums, gun or knife grade.

M-D Nu-Glaze GLAZING COMPOUND

Always sets to rubber-like consistency. Clean, easy to handle. Use and recommend with complete confidence that it always "stays put." Packed in 1/2 pt., pt., and qt. cans, 25 lb., 50 lb., 100 lb. and 880 lb. drums.



M-D DOOR BOTTOMS

A M-D Numetal Door Bottom made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths—28", 30", 32", 36", 42" and 48".

B M-D heavy duty extruded aluminum and felt door bottom in Alacrome or Anodized satin, bright or brass colors, in all standard lengths.

C M-D extruded aluminum and vinyl door bottom—in natural Alacrome or Anodized Albras finish—in all standard lengths.



MACKLANBURG-DUNCAN CO.

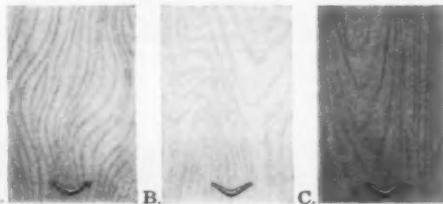
Manufacturers of Quality Building Products • Box 1197 • Oklahoma City 1, Okla.

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Fruitwood, Honeywood, Autumn Birch,
Sandalwood on today's finest cabinets

Autumn Birch (shown above) is just one of 4 beautiful new kitchen fashions presented by Youngstown Kitchens, masters of kitchen cabinetry. Here are handsome wood fronts on basic steel cabinets, including fortified wood styles that heat, water, steam or stains can't harm...won't warp, swell or sag!



Look! 3 beautifully grained wood styles in addition to Autumn Birch:
A. Honeywood,
B. Sandalwood,
C. Fruitwood.

KITCHENS presents FASHIONS

Now you can show glamorous Youngstown Kitchens Fruitwood in your model home and offer 3 alternate wood styles and 1 steel style at no additional cost! New **SNAP-ON DOORS...**
1 BASIC STEEL FRAME
 ...take the risk out of home sales by offering home buyers a wide choice of kitchen styles.



QUICK, EASY INSTALLATION... CABINETS HANG ON WALL... DOORS SNAP ON!

- Don't risk home sales on just 1 kitchen style! Finalize more sales with wide choice of wood or steel fronts.
- Finish your home starts with basic steel cabinets in kitchens... just snap on choice of door and front style as home is sold.
- Show Fruitwood in your model... offer choice of Honeywood, Autumn Birch or Sandalwood wood fronts; Monterey Beige steel front...at no extra charge to home-buyer!
- Immediate delivery from over 80 convenient distribution points.



AMERICAN-Standard

YOUNGSTOWN KITCHENS DIVISION

American-Standard, Youngstown Kitchens Div.
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 Please rush me complete information on your new wood style kitchens.

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The "hidden quality" of Long-Bell Plywood is in the laminations. Hidden from the most practiced eye is sound, firm wood fully up to grade with proven and tested glue line. Herein lies the secret of Long-Bell Plywood's greater uniform strength. This is where "hidden quality" really counts.

There's a Long-Bell Plywood made especially for your job; paneling, sheathing or marine use . . . interior and exterior.

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From 27 Modern Plants—
Long-Bell Supplies These Quality Wood Products:

LUMBER: West Coast Fir, Hemlock and Cedar, Ponderosa Pine, California Douglas and White Fir, Southern Pine and Hardwoods.

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MILLWORK & FACTORY PRODUCTS: Douglas Fir and Ponderosa Pine Window and Door Frames, Window Units, Sash and Doors, Glazed Sash, Industrial Cut Stock, Ponderosa Pine Box Shook.

PLYWOOD: Fir, Knotty Idaho White Pine and Ponderosa Pine, FirTexture 1-11, Birch, Philippine Mahogany, Plyron and other special items.

LONG-BELL FLAKEWOOD®
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PRESERVATIVE TREATED PRODUCTS: Lumber, Plywood, Posts, Poles and Piling pressure treated with Creosote, Pentachlorophenol ("Penta") and Wolman Salts®
KITCHEN CABINETS: Rift Grain Fir and Birch Fronts.
PREFABRICATED TRUSSES AND FRAMING.
WORTHWOOD End Grain Strip FLOORING.
®

**it's what you
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that makes
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**LONG-BELL
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INTERNATIONAL PAPER COMPANY/LONG-BELL DIVISION/KANSAS CITY, MO./LONGVIEW, WASH.

Look at the amazing things Alcoa Industrial Foil is doing!

NOW THEY'RE EVEN WATERPROOFING HOUSES WITH ALCOA ALUMINUM FOIL

No wonder there's a flurry today in building circles. Imagine metal flashing that costs less than nonmetallic materials . . . that can be formed by hand, cut with ordinary shears . . . that makes a tight fit to all contours, angles and irregular surfaces.

Called *Aluminum-Champ* by its makers, this new wonder material is ALCOA® Aluminum Foil asphalt-bonded to heavy-duty creped paper. The foil is reinforced with glass fiber yarn and protected by a special surface coating developed by Alcoa research to withstand corrosive action of salts, acids and alkalis.

Now, permanent waterproofing is no longer a "custom" feature. *Aluminum-Champ* puts quality metal flashing within the budget of every mass-home builder. You can't see it, of course, but metal flashing keeps a house moistureproof for life—at roof and sidewall junctures, corners, ridges, windows and doors . . . in foundation walls for damp-proof basements . . . wherever beams bear on outer masonry walls. There's almost no end to important applications.

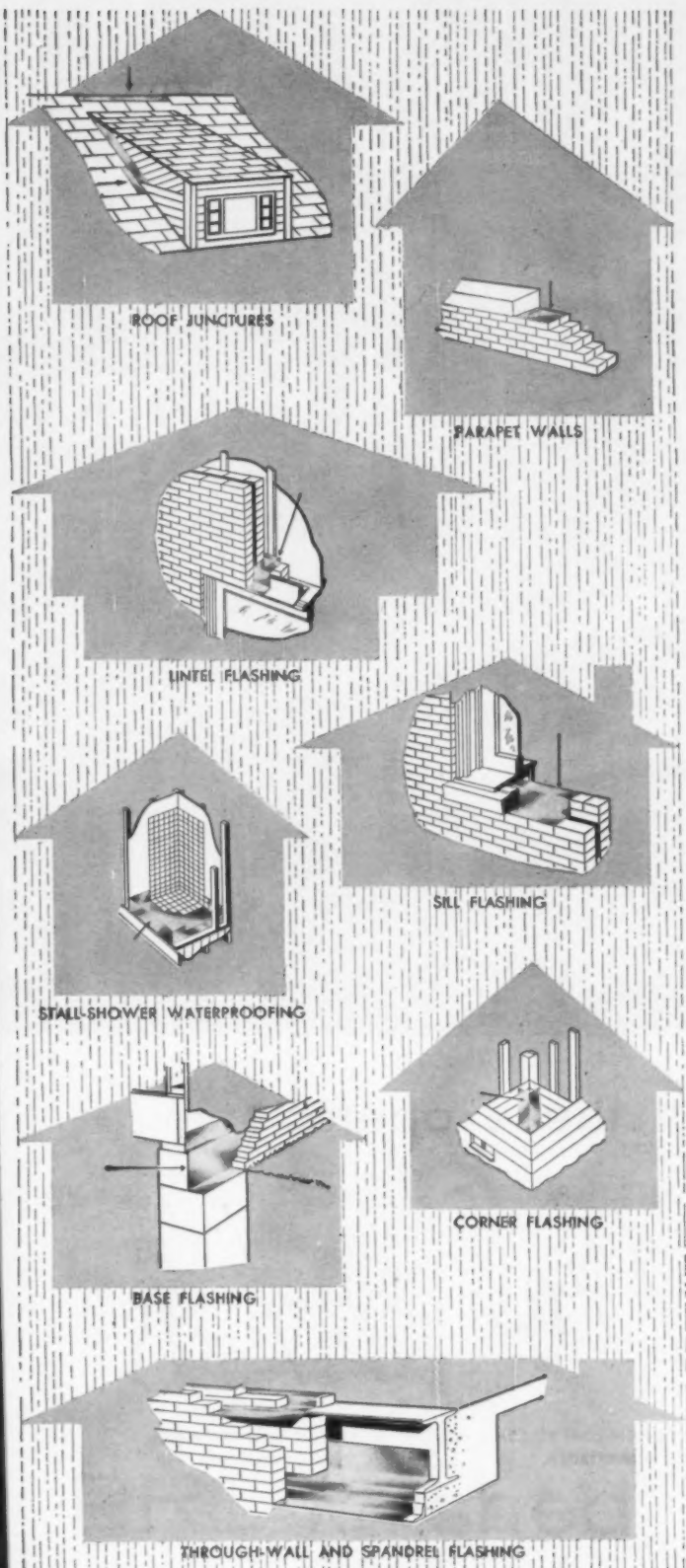
ALCOA does not make concealed flashing, but we will be happy to put you in touch with the manufacturer who does. We make Alcoa Aluminum Foil, the versatile material that forms, colors, twists, combines with other materials, weaves into cloth . . . plays an essential role in hundreds of industrial applications.

For more information about better flashing and home insulation with Alcoa Foil, write ALUMINUM COMPANY OF AMERICA, INDUSTRIAL FOIL DIVISION, 1676-E Alcoa Building, Pittsburgh 19, Pennsylvania.

Look for this label . . . it's your guide to the best in aluminum value

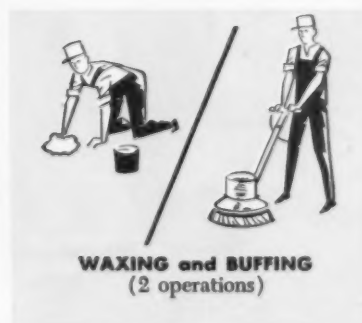


For exciting drama watch "Alcoa Theatre," alternate Mondays, NBC-TV, and "Alcoa Presents," every Tuesday, ABC-TV



Cut on-site labor 40% to 50% with Bruce PRE-finished Floors

You eliminate all these operations



ADDED TIME SAVED:

No slowing down work of other trades — No waiting for finishes to dry



RECOMMENDED
by floor contractors

Bruce Pre-finished Floors are installed and recommended by leading firms, such as: Flooring Contractors, Inc., Baltimore; Whitcomb-Bauer, Detroit; E. P. Cuthrell Flg. Co., Birmingham; Trinity Floor Co., Dallas; Builders Wood Flg. Co., Circle Floor Co., New York; Wennstrom Bros., Los Angeles.

TRIED AND PROVEN
in 500,000 homes

The factory-applied Bruce Finish brings out the full beauty of the wood and keeps floors looking new year after year. Tests show this superior finish will outlast surface finishes 3-to-1 because it's baked into the wood. Durability has been proven in over half-a-million homes.

PREFERRED
by home buyers

Surveys show home buyers prefer Bruce Flooring by a wide margin over all other brands. This overwhelming acceptance results from dependable quality and consistent advertising in leading national magazines. Builders find it pays to feature Bruce PRE-finished Floors in their homes.

BRUCE
PRE-finished
FLOORS

Used in over half-a-million homes



MAIL FOR LABOR-SAVING FACTS

E. L. Bruce Co.
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Send complete information on Bruce PRE-finished Floors to:

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THE TOTAL ELECTRIC HOME



Total Electric Living as expressed in these Home Centers will be featured in Westinghouse advertising to home buyers.

LAUNDRY CENTER—This new Westinghouse Laundromat actually *thinks* for itself. . . its program computer chooses exact cycle for each fabric! Dryer shuts itself off the instant clothes are dry. Clothes hampers contain germicidal Odor-Out lamps.

FOOD PREPARATION CENTER—Makes preparing and cleaning up after meals fast and fun. Refrigerator keeps meat fresh 7 days without freezing. Electronic range cooks complete meals in a few minutes.

WEATHER CONTROL CENTER—Contains master switch and thermostat for electric heating and air conditioning. Operates precipitron and germicidal lamps which eliminate dust, pollen and air borne health hazards. Controls lights, de-ices sidewalk, turns on lawn sprinklers. Includes wind gauges, barometer, inside-outside thermometers, and humidity indicator. While Westinghouse does not build a Weather Control Center, we will be glad to furnish suggestions and list of components needed.





WESTINGHOUSE

stimulates new interest in home ownership with a dynamic new program to sell the concept of Total Electric Living

*...where electricity does everything
...heats, air conditions, launders, illuminates,
cooks, preserves food, entertains.*

Now, through the concept of the Total Electric Home, Westinghouse sets out to promote electrical living in its most advanced form—homes that rely solely on clean, safe electrical power for the operation of heating, air conditioning and appliances.

Westinghouse will promote this idea aggressively on television, in magazines, and in newspapers. As a result, Westinghouse will stimulate new interest in home ownership and help to bring you more enthusiastic buyers who are dissatisfied with their older, out-of-date homes.

The Total Electric Home Program will pioneer new ideas in home planning, several examples of which are shown opposite. All the ideas are practical . . . all of the Westinghouse products shown—even Electric Heating—are on the market today. The heart of this home is *Electric Heating* . . . and in many areas electric

utilities are working with builders to push this great improvement in home comfort.

As the Westinghouse Total Electric Home program gathers speed you will find it profitable to make the homes you build Total Electric.

Total Electric Home Department, Westinghouse Electric Corporation,
3 Gateway Center, Pittsburgh 30, Pa.

Westinghouse
TOTAL ELECTRIC HOME
HEATING • COOLING • APPLIANCES



YOU CAN BE SURE...IF IT'S **Westinghouse**

WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS" CBS-TV MONDAYS

SOLD

— almost on sight—
the house that's

Cooled in Summer... Warmed in Winter

by an **ARKLA-SERVEL SUN VALLEY***

All Year® Gas Air-Conditioner!



Advantages for the Buyer:


Today's home buyers appreciate—and demand—year 'round comfort indoors. Show them the advantages of an Arkla-Servel Gas Air-Conditioner: summer and winter, one trouble-free unit, one easy-to-set thermostat provides just the right temperature. Fuel and maintenance bills are lower with Gas. *Never* any worry over deliveries. *And* Gas is cleanest.



Advantages for the Builder:

The moment prospects enter, they can feel the difference. You are offering the best, with one, double-duty Arkla-Servel that heats and cools. And you're giving them low-cost maintenance and long life ... the secrets of economy with Gas. So for better sales, install Gas air-conditioning.

AMERICAN GAS ASSOCIATION

ONLY GAS  **does so much more...for so much less!**

*Trademark. Product of Arkla Air Conditioning Corp., Evansville, Ind., & Little Rock, Ark.

“HEY BOSS...

*we both save with
Kennatrack's
new promotion!”*

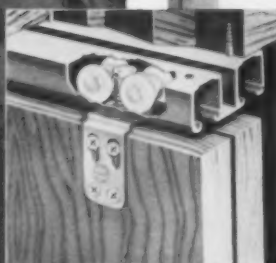


KENNATRACK

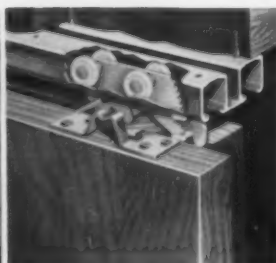
"I save my time..."

LOOK! Faster, easier to install than ever!

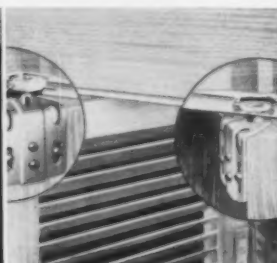
The advance design features of top-quality Kennatrack hardware help get up gliding and folding doors faster, with less trouble. Whisper-quiet operation for a *housetime*; ends time-consuming call-backs!



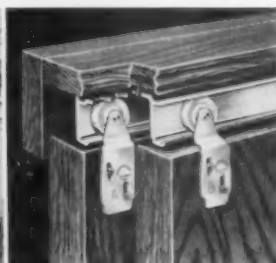
Series 675*
By-Passing Door Hardware



Series 600FA*
By-Passing Door Hardware



Series 2300S
Folding Door Hardware



Series 2050
By-Passing Door Hardware

New — and exclusive — work saving features!

Now, Kennatrack makes perfect installations a *snap*. The new "snap-on, snap-off" 675 hanger permits door hanging *after* the trim is in place; no extra adjustments after painting. Another new feature, the 600FA ratchet-action hanger is adjusted with just finger-tip pressure (no tools needed) *after* the door is hung. For folding door installations, Kennatrack has the 2300S . . . spring-loaded hardware (pivots and brackets) that insures perfect door operation with neater, tighter closures. These Kennatrack features assure easier installation of competitively-priced quality hardware and perfect performance *always*.

**GET THE JOB DONE FASTER... SAVE
TIME AND LABOR WITH KENNATRACK**

KENNATRACK CORPORATION • Elkhart, Indiana

A subsidiary of Ekco Products Company

*Patent Pending

Now! Choose from a complete line:

GLIDING DOOR HARDWARE

you save your money!"

Limited Time Only — 1/2 price "BONUS FOR BUYING THE BEST"!

ACT FAST! From now until midnight, August 31, 1959 you can buy one complete set of Kennatrack Hardware at **HALF THE LIST PRICE—50% off**—just for trying easy-to-install hardware that saves money on every job! Now, for a limited time only, you can take advantage of a price-slashing half-price promotion, made by Kennatrack to introduce you to new products in the quality line that saves you time and labor on every job. Now you can get Kennatrack Gliding Door Hardware, including the brand-new 675, 600FA and 2300S hardware—at half price—if you act fast!

1

Clip the coupon below and *fill it out completely.*

2

Bring the coupon to your Kennatrack Dealer and get easy-to-install Kennatrack Gliding Door Hardware at *half the regular list price.*

3

Get set for the easiest gliding door hardware installation you've ever had... and save money too!

THAT'S ALL THERE IS TO IT, BUT YOU MUST ACT NOW!

OFFER EXPIRES MIDNIGHT, AUGUST 31, 1959

**DON'T
DELAY—
TAKE THIS
COUPON
TO YOUR
DEALER
TODAY!**

SAVE 50%

on the published list price
of one complete set of

KENNA TRACK Sliding Door — Folding Door — **HARDWARE**

Limited time only—offer expires
August 31, 1959

This coupon, if properly completed and presented to a Kennatrack dealer, entitles builder to purchase prior to August 31, 1959 one complete set of Kennatrack sliding or folding door hardware or one complete Kennatrack pre-fabricated unit (pulls, locks, latches, etc. are excluded from this offer) at one-half of the Kennatrack published list price. This coupon is void if not completely and properly filled out.

KENNA TRACK CORPORATION • ELKHART, INDIANA
A Subsidiary of Ekco Products Company
This offer void where prohibited, taxed, or restricted.

Builder Name _____

Address _____

City _____ State _____

Set or unit purchased _____

Date of Purchase _____

Dealer Name _____

Address _____

City _____ State _____

Jobber Name _____

City _____ State _____

Now! Choose from a complete line:

3M Building Adhesives and Sealers for every bonding and sealing job



UNUSUALLY HIGH COVERAGE. Insulation adhesive EC-104 covers up to 200 square feet per gallon when brush applied. Goes on quickly, easily, uniformly. Provides fast grip even when wet. Open time: up to 20 minutes when both surfaces are coated.



STRENGTH, DURABILITY. Adhesive EC-194 bonds wood blocks to above-grade concrete or wood subflooring indefinitely. Suitable for use on radiant-heated floors. Water-resistant EC-194 grips immediately, dries rapidly. One gallon covers about 40 sq. ft.

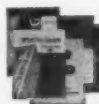


LONG-LIFE SEAL WEATHERBAN® Brand Curtain Wall Sealer goes on easily, cures without shrinkage to a durable, solid rubber seal. It flexes, stretches, compresses with wall movement. And it lasts through sun, ice and winds of hurricane velocity.



QUICK GRAB. 3M Brand Sink and Counter Top Adhesive assures tough, flexible bond. It provides high initial strength yet lets you "skid" vinyl and linoleum into position. Fast drying, this adhesive is highly water resistant and covers up to 125 square feet per gallon.

SEE WHAT 3M ADHESIVES CAN DO FOR YOU—These are but four adhesive products research-developed by 3M to improve your building installations, cut your building costs. 3M offers the widest range of experience and products for your adhesive, coating and sealer needs. Call your 3M Field Engineer. Or, for more information and free literature, write on your company letterhead, stating your interest, to: A.C.&S. Division, 3M, Dept. YE-59, St. Paul 6, Minnesota.



ADHESIVES, COATINGS AND SEALERS DIVISION

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW



meet ED SMOCK... *one of your Teco-Testers at Western Veneer and Plywood Company. This Teco-Tester is the same as having your own quality control man at our manufacturing plant. He is employed by Timber Engineering Company (TECO), a top rated independent research and testing agency in Washington, D. C. His production line inspection and testing enables TECO to certify that the plywood you buy meets or exceeds commercial standards. And, look for the "Struc" mark on Teco-Tested plywood. This stamp certifies that it complies with FHA's structural standards of dependable quality for all load bearing plywood applications. Remember your "Teco-Tester," a trained technician . . . your personal guarantee of quality plywood. Contact your plywood supplier or write us.*

WESTERN VENEER AND PLYWOOD COMPANY

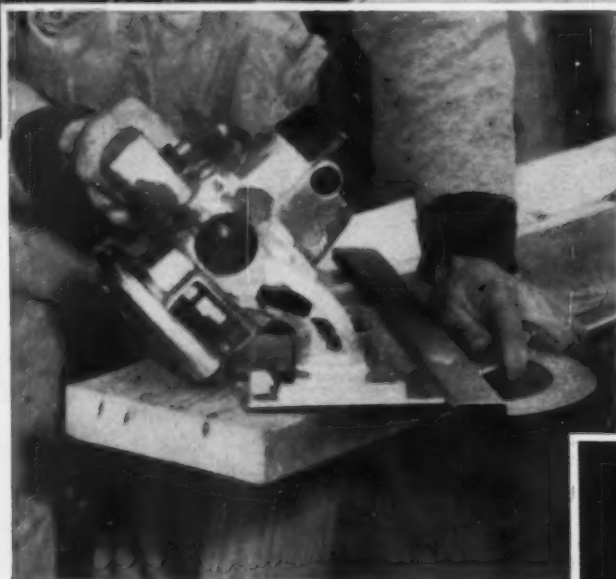
Lebanon, Oregon • Teletype: 485 • Phone: ALpine 8-3138

- New X-WP12 Interior
- Interior and Hot Press Exterior
- Mixed Sanded and Sheathing



A New Grade Stamp
for Plywood.





▲ CUT ACCURATE ANGLES FAST

This 7" all-purpose circular saw is ideal for every cutting operation because of its lightweight, exceptionally powerful motor, kickproof clutch, and positive control.

MODEL 115A \$84⁹⁵

CUT MASONRY

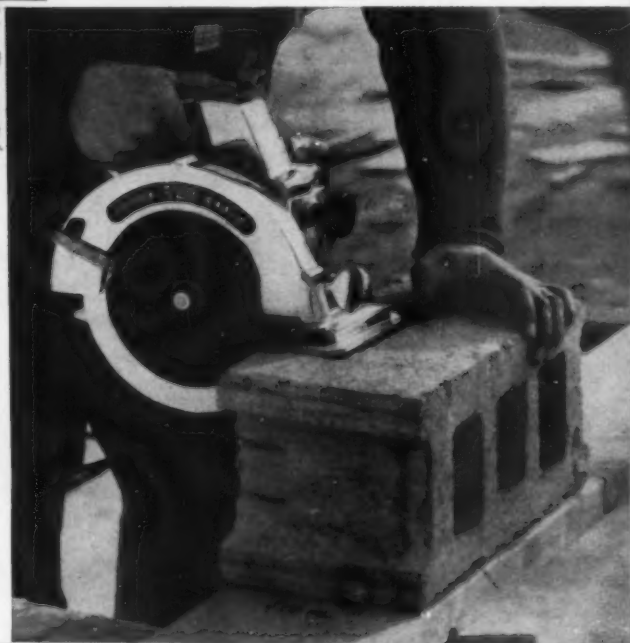
With abrasive blade the rugged PORTER-CABLE Model 528 slices through transite, cinder block, stone, and compositions. It has all of Porter-Cable's exclusive features including instant one-handed depth and bevel adjustment, sawdust blower to keep cutting line clear, kickproof and gear lubricator. 8 1/4" blade.

MODEL 528 \$140⁰⁰
(Extra Heavy Duty)

▲ ZIP THRU OVERHANG

Here's a saw with all the heavy-duty features, yet so easy-to-handle that it's recommended for tough all-day jobs where light weight is an important factor. Its 6 3/4" dia. blade handles any cut including compound miters in 2" dressed lumber at 45°. Safety telescoping guard prevents jamming or binding on bevel or miter cuts. King-size lever for retracting guard for pocket cuts.

MODEL 146A \$74⁹⁵



HOW TO BEAT CONSTRUCTION SCHEDULES

... use Porter-Cable!

With accurate, fast-cutting PORTER-CABLE Power Saws you can speed any construction job. From cutting rafters to making pocket cuts in walls or floors — Porter-Cable saws do it faster, better, and for less.

And "heavy duty" and "trouble-free" isn't just sweet talk. PORTER-CABLE Power Saws are built to handle the toughest time-busting schedules.

Take a close look at these professional saws at your Porter-Cable dealer . . . note the quality and job-tested features . . . ask for a demonstration or write for literature.

FOR INTRICATE CUTS, KEYHOLES, AND A THOUSAND USES

The Porter-Cable Bayonet Saw is a new, versatile tool for builders, contractors, and cabinet shops. The rapid orbital action cuts a wide variety of materials from hard to soft woods, ferrous and non-ferrous metals, all kinds of composition materials — it makes straight or angle cuts . . . even plunge cuts with no starting hole. Capacity: 2" wood, $\frac{3}{4}$ " aluminum, $\frac{1}{4}$ " steel.

MODEL 548 \$99⁵⁰
(Extra Heavy Duty)



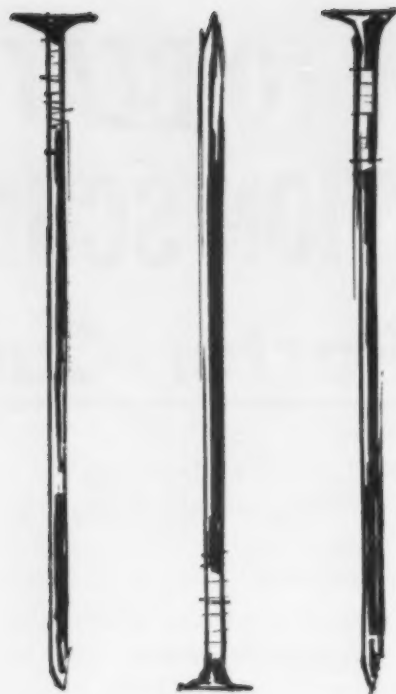
The Most Complete Line of Builders' Power Saws!

**PORTER-CABLE
MACHINE COMPANY**
9015 Marcellus Street
Syracuse 4, New York

Write for full line folder and name of
nearest dealer

**SAWS • BELT SANDERS • FINISHING SANDERS
DRILLS • ROUTERS • PLANES**





If you want to sell more home building materials, go where every page is full of ideas that sell: Better Homes & Gardens, the family idea magazine. If you want to make a sale there's nothing so powerful as an idea...and you can't possibly go through an issue of Better Homes & Gardens without finding innumerable ideas that sell building materials. In fact, BH&G's editors devote more space to building subjects than any other major magazine. Does it work? One out of five Better Homes & Gardens readers live where more than \$100 was spent for building materials during a recent year—nearly double the non-reader rate!

During the year 1/3 of America reads



... the family

idea magazine

SELL THE CUSTOM LOOK WITH GEORGIA-PACIFIC FAMILY-PROOF PANELING!



HONEYTONE OAK · GREYMIST ASH · BLONDE OAK · ADIRONDACK BIRCH · BLONDE CATIVO · AMERICAN CHERRY · PHILIPPINE MAHOGANY · FLAME GUM · AMERICAN BLACK WALNUT

Every family wants a home to reflect its own taste—and nothing adds warmth, character, individuality to a home like Georgia-Pacific Family-Proof Paneling! This wide line of handsome hardwoods makes it easy for your customer to choose just the color and grain she likes best.

"Family-proof" finish keeps the paneling beautiful. Hair tonic, household chemicals, grease, ink, paint, mercurochrome, cleaning fluid, turpentine, boiling water can't harm the durable finish. This luxury look lasts longer, costs less over the years than any other wall covering!

This kit helps you sell! Georgia-Pacific's new selling kit for builders tells the story, helps you sell! You get a viewer with color slides, a new color booklet full of room ideas, actual paneling samples to show your customer. Write today for your Georgia-Pacific selling kit.

Georgia-Pacific, Dept. AB559
Equitable Bldg., Portland, Ore.

Please send me complete information and selling kit
for GEORGIA-PACIFIC Family-Proof Paneling.

Name _____

Firm _____

Address _____

City _____ State _____



GEORGIA-PACIFIC

Plywood & Redwood · Lumber & Hardboard
Pulp & Paper

_____ from **virden**_____



write for
your copy

52 pages in full color showing the newest designs in light idea lighting. Beautiful new pulldowns, chandeliers, ceiling and wall units, bullets! New designs in Colonial, Traditional, Contemporary and Modern styling. Outdoor and garden lighting. Truly the most complete, the most brilliant collection in Virden's history!

mail
the
coupon
today

...comes a new concept in home lighting! ::

the light idea

to help you sell your new homes easier...at better prices

Now, give your homes exciting new sales appeal! Lift them above competition! Take the emphasis off the price! *All at no added cost to you!*

"the light idea" by Virden makes it possible!

It's a new concept in home lighting! The use of Virden lighting not only to illuminate, but to match today's modern living patterns... *to create the right lighting mood* for every occasion, from a gay party to a quiet evening at home... *to emphasize beauty*, to bring out colors, dramatize points of interest, accent prized possessions... *to provide safety and protection* inside and outside of the home.

It's easy to use...inexpensive too!

Virden's new line of lighting fixtures is *light idea*

designed! Each is styled to provide the beauty, comfort and safety that makes "the light idea" a practical, wanted new home feature... a feature that is worth far more than its slight additional cost.

Get the details now!

See your Virden distributor. Tell him you want to use "the light idea" by Virden in your new homes. You'll find his name under "Lighting" in the Yellow Pages of your phone book.

Or mail the coupon below for your free copy of new "light idea" catalog. 52 full color pages showing the new 1959 selection of Virden lighting plus dozens of "light ideas" for you to use.

virden

LIGHTING



A Division of the John C. Virden Company
Cleveland 3, Ohio

In Canada, John C. Virden Co., Ltd., Toronto, Ontario
Member American Home Lighting Institute

MAY 1959

Virden Lighting, Dept. AB
5209 Euclid Avenue, Cleveland 3, Ohio

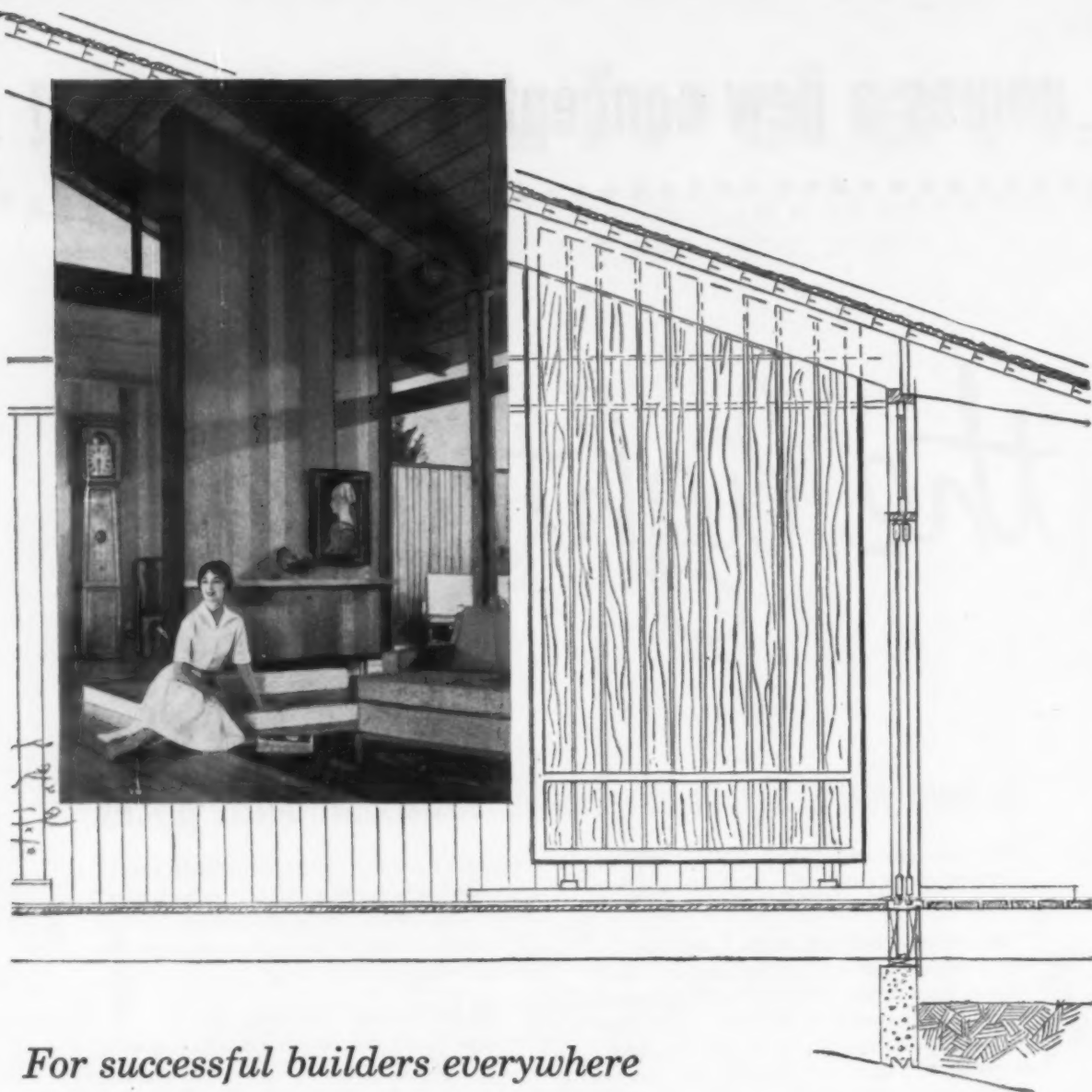
I like "the light idea." Mail me your new light idea catalog and the name of my local Virden distributor.



Name _____

Address _____

City _____ Zone _____ State _____



For successful builders everywhere

WOOD'S beauty sells houses on sight

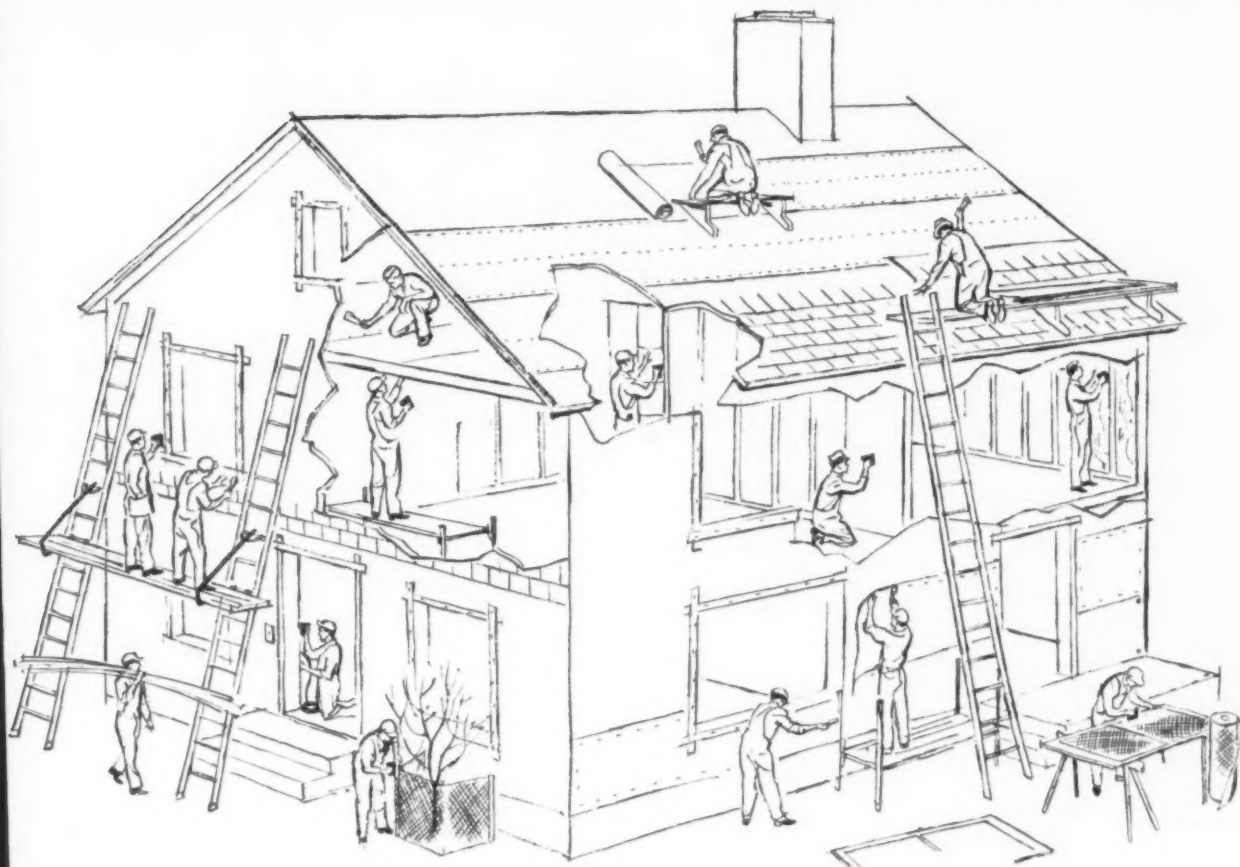
Prospective home-buyers instantly recognize and respond to the natural beauty of wood . . . the incomparable warmth and elegance it brings to any house you build. Wood's eye-appeal adds *sales-appeal* indoors and out . . . from floor to ceiling, from foundation to roof. In homes large or small, modern or traditional, beauty stands high on the

list of wood's contributions to *livability unlimited*.

Extremely versatile, workable, durable as well . . . wood enables you to build, in any price bracket, a more beautiful home for the money. Because this is a difference home-buyers can *see*, you will sell more houses and make *more dollars per house* when you build with wood!

For more information on better homes of wood, write to:
NATIONAL LUMBER MANUFACTURERS ASSOCIATION
 Wood Information Center, 1319 18th St., N.W., Washington 6, D.C.





THIS IS A HOUSE THAT'S BOSTITCH-BUILT

You save time and slash costs on every one of these jobs when you switch to Bostitch

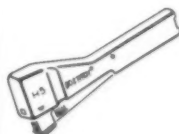
- ☐ Installing vapor barriers
- ☐ Installing batt insulation
- ☐ Installing foil insulation
- ☐ Installing low-voltage wiring
- ☐ Installing screening
- ☐ Erecting protective fences for new lawns and shrubs
- ☐ Installing wooden undercourse shingles
- ☐ Applying Cornerite
- ☐ Applying felt and waterproof paper to exterior walls
- ☐ Installing flashing paper
- ☐ Laying underfelt for roofing
- ☐ Applying asphalt shingles
- ☐ Applying metal lath to studding
- ☐ Applying metal discs for built-up tar and gravel roofs
- ☐ Applying paper for installing blown-type rock wool
- ☐ Making light framing
- ☐ Installing metal duct work

Build it better and faster for less with these Bostitch tools



T5 Tacker

Powerful spring-driven tacker drives staples in five leg lengths—from 5/32" to 9/16". Fastens neatly in tight, hard-to-work places.



H5 Stapling Hammer

For fast, light work. Drives low-cost staples of .025" steel wire with 3/16", 1/4" or 5/16" leg lengths. Holds strip of 157 staples.



H2B Stapling Hammer

A medium-weight hammer—holds 160 staples, drives one with every swing. Three models for staples with leg lengths—1/4" to 1/2".



H4 Stapling Hammer

Rugged heavy-duty hammer drives 3/4" galvanized staple. Powerfully built for long wear. Precisely balanced to cut fatigue.

See these Bostitch tools at your building supply dealer. Start using them on your next start—and you'll never go back to old-fashioned methods.

Fasten it better and faster with

BOSTITCH®

STAPLERS AND STAPLES

825 Briggs Drive, East Greenwich, Rhode Island



Start using Bostitch tools on your next start and you'll finish faster with more profit

Wherever you use a conventional hammer when a Bostitch tacker or stapling hammer could be used, you lose money and time.

Rugged Bostitch tools speed work on hundreds of building jobs. The time you save means jobs completed sooner at more profit.

The savings in time and costs you can make with Bostitch on an average house amount to a lot. Why let old-fashioned methods slow you down, squeeze your profits?

MAKE THIS TEST ON YOUR NEXT START
Equip your crew with Bostitch tools before your

next start. They'll be able to use them expertly right away. They'll like them, too, because stapling is less work than hammering. Then watch how things go.

Bostitch tackers and hammers call for only a small investment and you start getting your money back right away. As a matter of fact, you can rent Bostitch tools for a trial without any capital investment. Ask your regular Bostitch dealer.

Make this no-risk test and prove to yourself that you'll finish faster with more profit.

Fasten it better and faster with

BOSTITCH®
STAPLERS AND STAPLES

825 Briggs Drive, East Greenwich, Rhode Island

HOW TO CREATE A TRAFFIC JAM IN YOUR MODEL HOMES



THE SIGN
OF QUALITY

To attract today's critical home buyer takes visible *extra value...demonstrable extra quality!*

A "hydronic" B&G Hydro-Flo Heating System does just that...*adds a genuine quality touch...assures the buyer that he is getting more value for his money.* It's a matter of record that in thousands of installations, this forced hot water heating system has proved a sales clincher!

No other equipment can offer so much immediate comfort or so many possibilities for more gracious living in the future. The B&G Hydro-Flo System endows a home with all the essentials of good heating...the right quality of heat...operating economy...and long-life of equipment.

It's cleaner heat—doesn't soil walls and draperies. It's quiet heat—no fan hum. If desired, the same boiler that heats the house can be equipped to furnish year 'round hot faucet water. Summer cooling and snow melting equipment can be included—when building or later. And the B&G Hydro-Flo System can be easily zoned—a particularly important advantage in heating split-level homes!

B&G Hydro-Flo Heating really gives you something to talk about!

"HYDRONIC HOMES" SALES PROMOTION FOR BUILDERS

A comprehensive program of ideas and sales helps for utilizing the outstanding and exclusive advantages of hydronic heating. There's no obligation in getting all the facts—write today.



B&G BOOSTER

Key unit in a B&G Hydro-Flo System

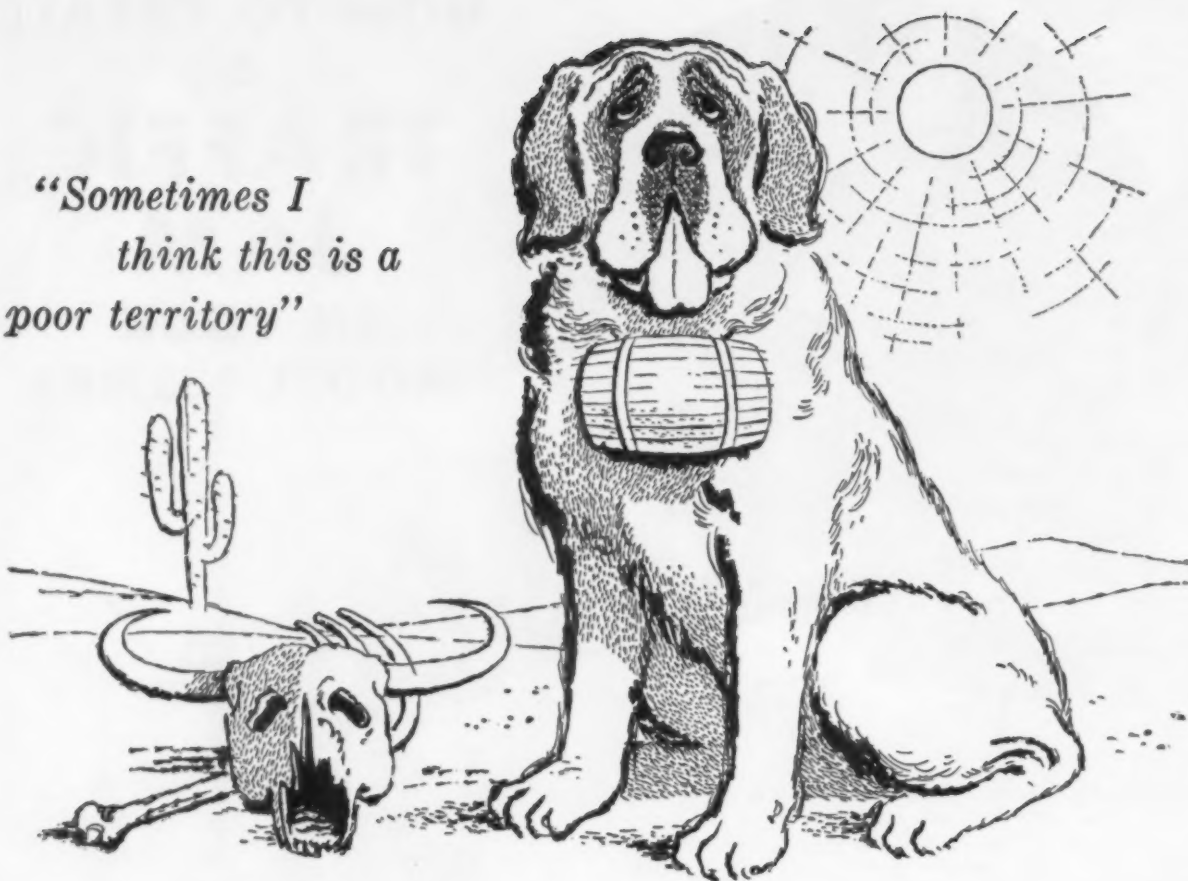
The prime requisite of a forced hot water heating pump is quiet operation. In this respect the B&G Booster is completely outstanding...in every detail it is designed to eliminate noise. Over 3,000,000 have been installed to date.

BELL & GOSSETT

C O M P A N Y

Dept. FS-11, Morton Grove, Illinois
Canadian Licensee: S. A. Armstrong, Ltd.
1400 O'Connor Drive, Toronto 16, Ontario

*"Sometimes I
think this is a
poor territory"*



You can find live prospects and the kind of business you want — through DODGE REPORTS

If you're looking for profitable business in the new construction field, *information* and *timing* are vital. You need detailed facts on what's going on in your market every day. You need to know when and where to *act*. Only in this way can you go after the kinds of jobs that will do you the most good.

That's where *Dodge Reports* come in! They're mailed to you daily. They tell who's going to build what and where—

in your area... in the types of construction in which you're interested. You know at once whether any given project is right for you. Follow-up reports tell you when bids (or rebids) are wanted—and even with whom you're competing.

If you do business anywhere within the 37 eastern states, let us show you how *Dodge Reports* can improve your operation and your profit picture... keep you ahead of competition.

WRITE FOR FREE BOOK

F. W. Dodge Corporation, Construction News Division,
119 West 40th Street, New York 18, N. Y., Dept. AB59

Send me the book "Dodge Reports—How to Use Them Effectively" and let me see some typical Dodge Reports for my area. I am interested in the general markets checked below.

- ☐ House Construction ☐ General Building
☐ Engineering Projects (Heavy Construction)

Area _____

Name _____

Company _____

Address _____

City _____ Zone _____ State _____



Ger-Pak—THE SHORT WAY TO SAY SUPERIOR POLYETHYLENE FILM



**Ger-Pak as concealed flashing licks*

MOISTURE DAMAGE PROBLEMS!

Prevent recurring damage from water-vapor seepage and penetration by using low-cost GER-PAK Virgin Polyethylene Film for flashing! Meets F.H.A. requirements.

Installed around windows, door heads, and frames, GER-PAK Flashing Film curbs paint blistering, plaster cracking, frame rotting—all the headaches of unchecked moisture penetration. And GER-PAK Film helps homes keep that "just built" new look a long, long time.

This is the same famous GER-PAK Polyethylene Film specified by leading architects the country over and used by builders everywhere for unmatched water-vapor protection under concrete slabs and in sidewalls, as well as for superior dust sealing between floors. Ideal, too, for

closing-in unfinished doors and windows, as painting drop cloths, and protective coverings.

GER-PAK is lightweight, easy to handle, inexpensive. Comes in widths from 10-inch for flashing all the way up to 40-foot. Available in CLEAR, BLACK and special opaque WHITE. Ask your dealer today.



DESIGNED TO MEET FHA REQUIREMENTS

—CLIP AND MAIL NOW FOR FREE SAMPLES!—

Gering Products, Inc., Kenilworth, N. J. AB-5

Please send me without obligation:

☐ **FREE GER-PAK® and Miracle Tape samples and brochure.**

Name

Company

Address

City.....Zone.....State.....



Virgin Polyethylene Film

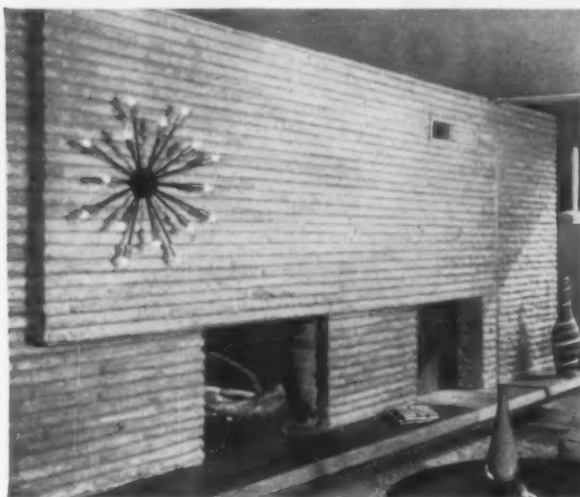
Gering Products, Inc., Kenilworth, N. J.



Raked horizontal joints emphasize ground-hugging design of this house



Painted units add visual interest to this contemporary kitchen



Concrete slump block fireplace helps soften a modern setting



Design interest is achieved with coarse-textured block laid in a stacked bond

Modern concrete masonry suits any style home... creates buyer interest...increases sales appeal!

From a Cinderella cottage in California to a hillside house in New Hampshire . . . builders everywhere are giving their homes added beauty and buyer interest with the newer forms of concrete masonry.

And no wonder! This is new-type *living concrete* . . . concrete masonry matched to America's mood for modern living. Used for both exteriors and interiors, the countless new shapes, sizes, textures and colors create homes of greater charm, livability and character.

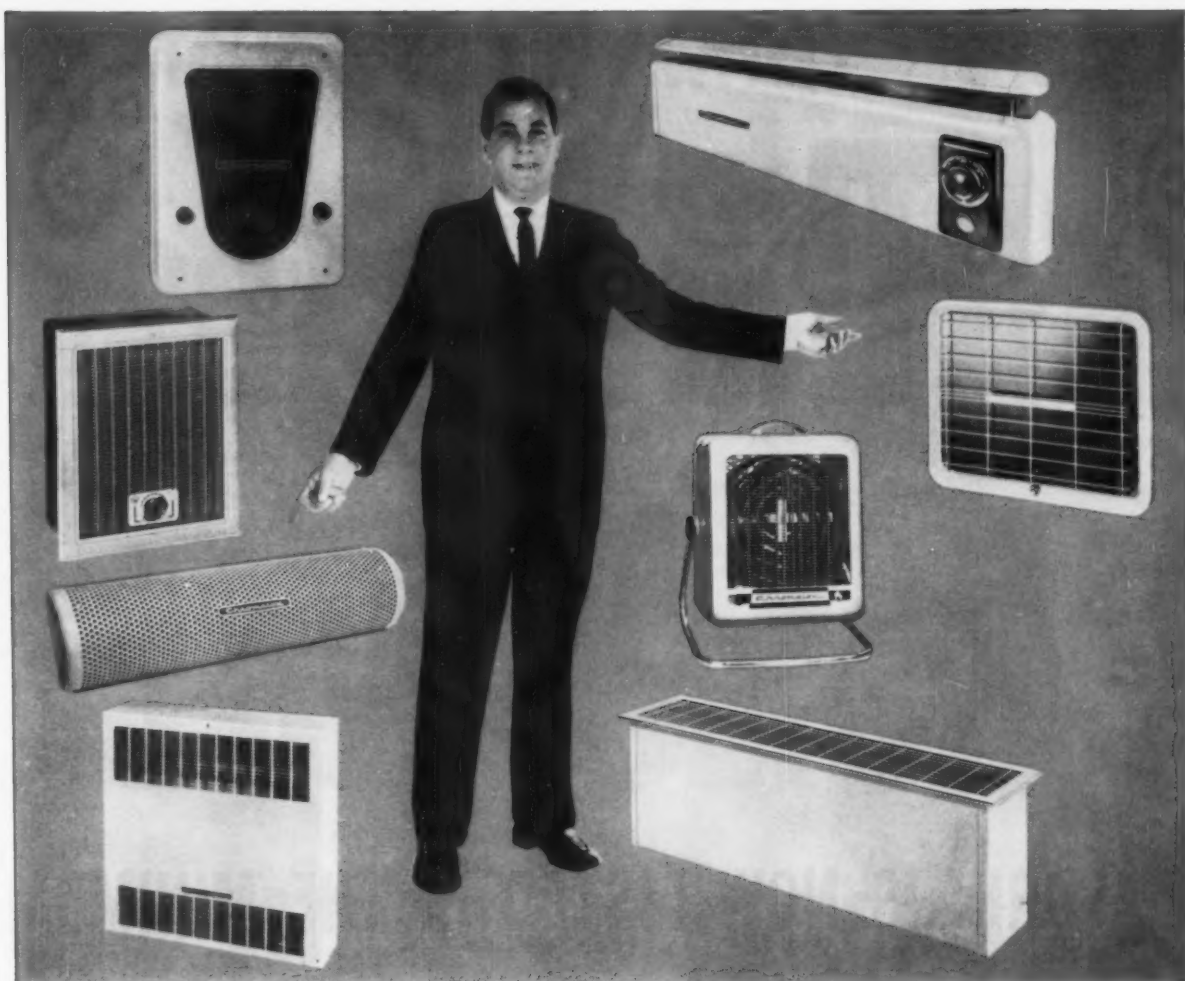
PORTLAND CEMENT ASSOCIATION

Dept. A5-3, 33 W. Grand Ave., Chicago 10, Illinois

A national organization to improve and extend the uses of concrete

Living concrete suits any region, neighborhood, or buyer . . . has gained good acceptance among architects, financing agencies and builders. Write for free booklet "*What Builders Say About Concrete Masonry Homes.*" (United States and Canada only.)





New house? Old house? **... for every room in any house** **CHROMALOX has the answer**

Upstairs, downstairs, all through the house . . . or school, church, motel or office . . . there's a Chromalox Electric Heater *designed* for the heating job.

Chromalox Electric Baseboard Heaters are available in many sizes and ratings, with matching blank, corner and trim sections for a uniform appearance.

Chromalox Radiant Wall Panels, Wall Insert Heaters and Cabinet Convactor Heaters provide abundant heat to meet a variety of other heating requirements and decorating tastes.

Chromalox Floor Drop-In Heaters quickly stop heat loss caused by "picture" type windows.



**LIVE BETTER...
HEAT ELECTRICALLY**

Chromalox Utility Spot Heaters and Portables concentrate heat where and when it's needed for laundries, workshops, garages and other small, occasional-use areas.

In addition to all these, the Chromalox line includes unit ventilators, fan driven heaters, Thermwire heating cable, in-duct heaters, and others. Chromalox styling, safety and simple operation will quickly sell your prospects on electric heat . . . and top-performing Chromalox Heaters will *keep* them sold.

Your Chromalox Representative will gladly help you determine power requirements, installation and operating costs. Find out how economically you can install (and your prospects can operate) Chromalox Electric Heat.

4971



FOR NEW CONSTRUCTION—

The Biggest News in

ALDRIN IS NOW LISTED IN THE MINIMUM

**It is the most Economical Chemical Control
on all types of new construction—
Slab—Basement—Crawl Space**

Now aldrin has been listed by the Federal Housing Authority for termite control on new construction. This means that you can, for the first time, incorporate chemical termite control in large or small developments on a mass-production basis. Even when several slabs or foundations are poured in a day, an experienced pest control operator can treat as they are poured with no interference with construction workers' schedules.

In addition to F.H.A., other federal agencies on public, private and government housing have listed aldrin for termite control.

Now in its 10th year of longevity tests, aldrin has proved 100% effective against termites. It is the most economical chemical termite control available for new construction . . . a little goes a powerful, long way.

Aldrin is long lasting. Termite control with aldrin insures many years of termite-free housing.

TERMITE CONTROL WITH CHEMICALS

Termite Control 20 Years!

PROPERTY STANDARDS OF F.H.A.

Aldrin remains stable. It is completely indifferent to alkaline conditions. Even when lime, cement and other building materials are present in the soil—aldrin keeps up effective control. You can specify aldrin with confidence!

Modern housing requires modern methods that save time, labor and money. You'll

find modern aldrin the answer to more effective, less expensive termite control.

Make aldrin termite control a part of your building operations. See how you get maximum termite control with minimum expense and labor. See your local pest control operator today! Or write to:

SHELL CHEMICAL CORPORATION

AGRICULTURAL CHEMICALS DIVISION
460 PARK AVENUE, NEW YORK 22, NEW YORK



aldrin



**1959 model-home story:
ideas you can adapt now,
for spring-to-summer sell-
ing...or use in your plan-
ning for National Home
Week, September 12 - 19**

TOPSIDE SPECTATORS on walkway of roofless house get quick perspective of layout.

How to set up a

Best way to show off a unique floor plan is from topside, figures Kansas City builder Fred Olsen. So last fall, when he and several other K.C. builders built the first community of all-"Privazoned" homes in the country, Olsen left the roof off his model. Then he built a ramp (see above) and let his visitors walk over the house instead of through it.

Sponsors of Privazoning—Plumbing Fixture Manufacturers Assn. members—agree that one of the best ways to explain this kind of layout is to show it in cross section from the top.

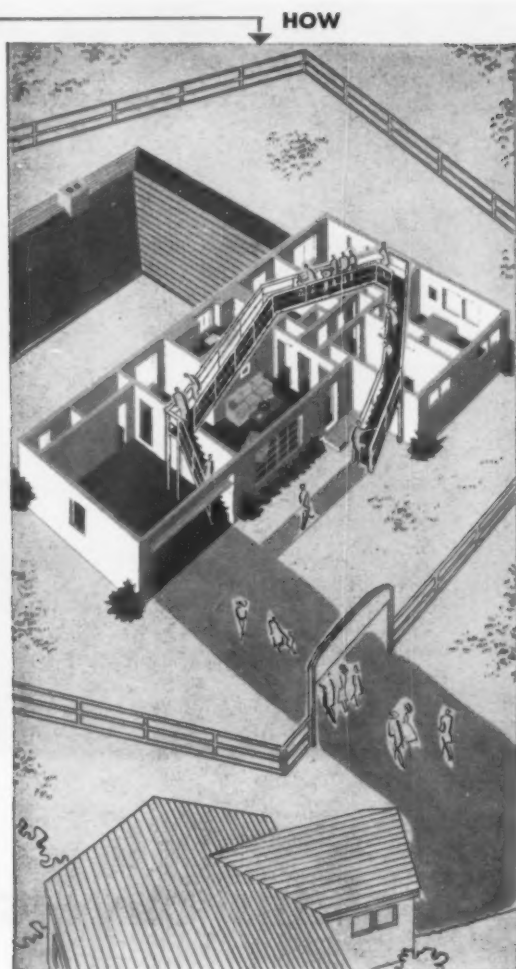
For the publicity alone, Olsen, head of Southwest Construction Co., figured it worth the extra

\$15,000 it took to build this unique roofless model. To increase the pulling power of such a novelty, he announced the opening with a heavy concentration of radio spots during the preceding week, and an eight-page special newspaper supplement.

Did it work?

By 9 a.m. on opening day, crowds began to line up for a look-see. All day long they filed up the ramp and over the house. By nightfall they were still coming. Before the show ended, it is estimated some 20,000 persons had made the trip.

The bird's-eye view of this one model served to



HERE'S HOW walkway was built to give visitors a complete overhead view of the house.



BUILDER FRED OLSEN, second from left, uses vantage point to explain the floor plan of the home.

bird's-eye view of a model house

create interest in Olsen's other five models in the development. Three other builders had seven more models on display. The entire subdivision will have 353 homes, all Privazoned.

At the end of the initial sales period, the house was completed by lifting the roof off a nearby foundation and putting it in place.

Seated on a wall of Olsen's house (picture, upper right) are: Adrian P. Conway, public relations manager, Plumbing Fixture Mfrs. Assn.; builder Fred Olsen in jockey uniform (subdivision used racetrack motif); architect Don Harter; W. E. Kramer, secretary, Plumbing Fixture Mfrs. Assn.

TO SCALE DOWN THIS IDEA TO YOUR BUDGET:

- Take step-by-step construction photos. Show them in your salesroom, your advertising, etc.
- Display samples of "Hidden Values" built into your houses.
- Have a miniature model built, (see p. 88).

<p>MERCHANDISING How builder-manufacturer teamwork gets results</p>	<p>FIELD REPORT NO. 6 in a new series</p>
--	---

MOST OF THE PEOPLE in this line already own a Heslop home. They were invited to this special preview because builder Jack Heslop finds his best prospects are families who have bought from him before.



HESLOP OFFERS a do-it-yourself kit (here being displayed by sales manager Richard Thompson) that a buyer can use to finish the basement at low cost. This helps convince many budget-tight prospects they can swing the deal.



Here's why 50% of his buyers

Whether you build 5 houses a year or 50, it pays to team up with manufacturers. They and their distributors are eager to give you sales aids at little or no cost to you.

"Every time we sell a house we get a new prospect." What builder Jack Heslop means is that nearly half his customers these days already own one of his houses. "And they are my primary sales-promotion targets," he adds.

Operating since 1946 in burgeoning Cuyahoga Falls, Ohio, Heslop now estimates his "built-in" market at 2,500 families. Whenever he opens a new model, he sends special invitations to this group to come and see a preview.

Heslop's second target is the group of families living in his apartment houses. He keeps in touch

with them regularly via letters, and brochures describing his current models.

In this year-round campaign, much of Heslop's ammunition comes from his suppliers. For example, he's developed several merchandising ideas from Youngstown Kitchens' familiar "10-Point Program" (photo opposite). With the ideas come lots of sales tools, such as TV and radio scripts, newspaper ad layouts, and direct mail literature. Some sales promotion pieces—two-color brochures, preview invitations, directional signs—come from the manufacturers ready for use.

Once a year, Heslop stages a three-day "sell-a-thon" that runs from noon to midnight. But generally, he sticks to conventional merchandising. To get more mileage from his promotions, he uses all the supplier help he can get.

In the next five years, AMERICAN BUILDER research shows, Cuyahoga County will add another 55,000 dwelling units—a 7.6 per cent gain over the last five years. Heslop, who last year built and sold 102 houses in the \$17,-24,000 price range, figures that half of the families who bought them will be back for more.



buy from him a second time



SUPPLIER'S HELP starts 'way back at blueprint stage. Manufacturer gives Heslop design and decorating service, merchandising aid (including publicity), ad mats, sales literature, and promotion ideas.



BRAND-NAME DISPLAY in the garage of the model home shows buyers the quality materials and appliances found in the house. Most materials for such displays are furnished by manufacturers and suppliers free of charge.



SCALE MODELS in this store window catch the eye; big sign tells passersby where to see actual houses. Directional

signs provided by home manufacturer guide visitors to builder-dealer's subdivision.

This costs \$55

How to sell on Main Street . . .

MERCHANDISING

How builder-manufacturer teamwork gets results

FIELD REPORT

NO. 7

in a new series

You're a small builder in a small town. No radio or TV station. Only one newspaper—with no Sunday edition. Chances are you're too busy to ring doorbells but too smart to just sit there. Chances are you're a lot like Valparaiso, Ind., builder Richard Daines. With half his market busy all week—shopping, working, or enjoying themselves along Main Street—Daines has found an effective round-the-clock medium for telling people he has houses for sale. He put eye-catching miniature models of his homes in the main display window of a local department store.

As a prefab builder, Daines got the models through Place Homes, Inc. Ordinarily they cost \$55 each, but Daines got his free because he's building more than 10 Place houses this year.



COMPLETE WINDOW DISPLAY was built around scale models of houses furnished by department store. In return, store got publicity, showcase for its furniture at subdivision. Tie-in was arranged by home manufacturer.



TIMELY TELECAST during National Home Week introduced builder Robert H. Henderson, left, architect Fred-

erick C. Backus, A.I.A., right, to Buffalo market, showed viewers how industry is improving family living standards.

This costs nothing

...or in your prospect's living room

MERCHANDISING

How builder-manufacturer teamwork gets results

FIELD REPORT

NO. 8

in a new series

The builders shown on this page are busy buying nothing but goodwill—and paying for it with nothing more than a small amount of their time. Like several other builders throughout the country, they've teamed up with architects to tell their neighbors (1) who they are, (2) what they build, and (3) what this means to the community. Most important, they're talking up the idea of home ownership.

They're doing all this via a series of television interviews prepared by the Formica Corp. Where possible, the programs, entitled, "Our Changing Homes," tie in with some local event such as a Parade of Homes or State Home Show. Photos, charts, and film clips stress local housing trends and the builder's vital role in the life of the community.



DISCUSSION of national and local housing trends in Raleigh, N.C., stirred interest in "Our Changing Homes," showed progress achieved by builders and architects such as Eugene A. Gullede, right, and Harry Kamphoefner.



SALES AND EXHIBITION CENTER dramatizes wide range of community facilities in Airline Park subdivision. Revolving displays in center show colored renderings and floor plans. Along the walls are exhibits showing plot

plan, community clubs, recreation and shopping facilities, schools, and churches. Also shown: interior and exterior color selections, brick samples. Building also has two private offices for conferences and closing.

How they sold 40 houses



FULL-PAGE NEWSPAPER ADVERTISEMENT typifies large-scale pictorial promotion used by Lauricella to show (1) wide range of community conveniences, (2) specific advantages of Lauricella homes.



MODEL HOME WAS FURNISHED to convey elegance. Note wall-to-wall carpeting, draperies, special touches—such as flowers and magazines, fence, usual artwork on wall, furnishings on terrace.



KEEPING CUSTOMERS SOLD, builder Francis "Hank" Lauricella finds, is best way to maintain reputation as a community builder and benefit from their valuable word-of-mouth endorsement. Here he is shown explaining long-

range home-building plans and ideas for development of over-all community. Lauricella's theme: "Fine homes in a fine community." Audience is the Civic Improvement Assn., a group consisting of Airline Park home owners.

by selling the community

This New Orleans family of builders believes that the way to sell houses is to "offer not only fine homes but a complete community."

The builders are John Lauricella and his sons, John Jr. and Francis. The community was developed and built by them along with some 25 other builders. It boasts a shopping center, schools, and churches. To help capitalize on the appeal of such conveniences, the Lauricellas hired merchandising specialist William Smolkin. With his help, they worked out these steps:

1. Elaborately furnished, landscaped, and decorated a model home (photo, opposite).
2. Used large ads to illustrate theme: "Fine homes in a complete community" (photo, opposite).
3. Created distinctive highway, directional, and site signs—all in the same style.
4. Put exhibition and sales center (top photo, opposite) at a key corner of the subdivision.
5. Displayed and distributed photos of families

enjoying "fine homes in a complete community."

6. Hired a professional sales manager, who was aided by part-time salesmen actually living in the subdivision.

7. Tied in with New Orleans's Parade of Homes. Result: 40 houses sold (priced at \$18,-27,000) in the latter half of 1958.

HOW TO SCALE DOWN THESE IDEAS TO FIT YOUR BUDGET

- Use small ads, mail, brochures
- Get word-of-mouth backing
- Give owners a 6-month checkback
- Suggest furnishings—spot furniture in room, show color and swatches



CLOSE-TO-THE-GROUND LOOK of "New Manor" comes from the low pitch of the roof, and the big carport. Curved driveway is a big sales feature. Architect is John N. Clawson.

Splits can be best sellers when they look like this

WHAT

HOW

AMERICAN
BUILDER
BLUEPRINT
NO. 263

AMERICAN
BUILDER
AWARD



ALAN BROCKBANK is a former president of NAHB, and an organizer of the Utah State Builders Assn.

Builders who worry about losing their shirts on a new design should take a look at this handsome split. Besides turning a healthy profit for its builder, it made the split level the hottest selling design in its area.

In submitting his "New Manor" to our Best Model Home contest last fall, builder Alan Brockbank wrote that he hoped to sell close to 100 units in 1958. Now, with a top award under his belt and his 1958 books closed, he can look back on 110 sales, and forward to an even better record in 1959.

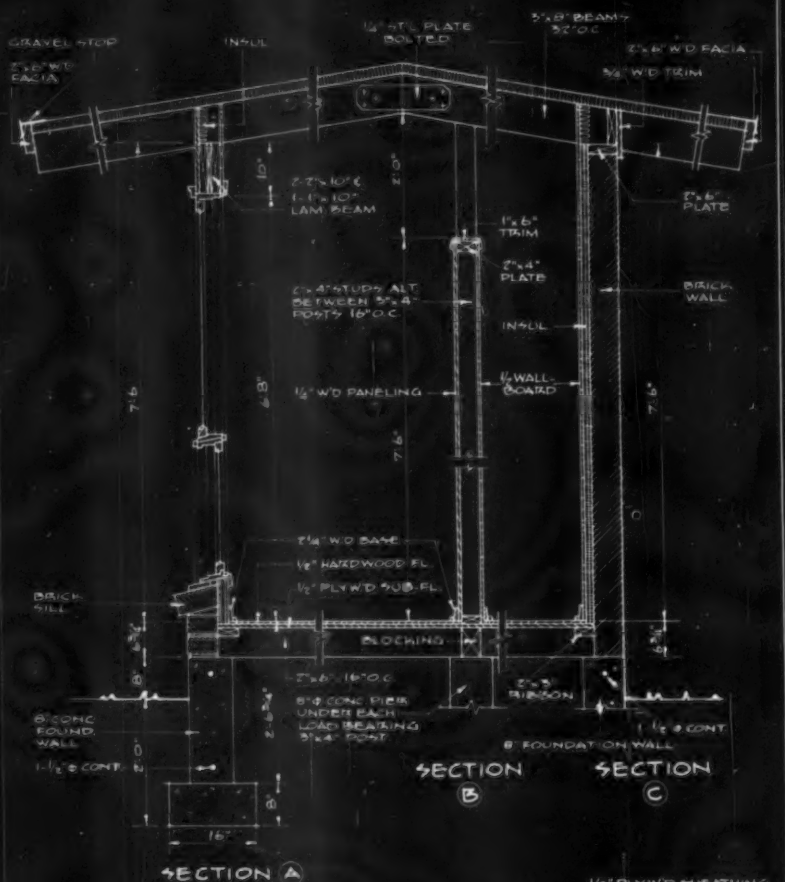
"Actually," says Brockbank, "this model is a modification of the first split we opened in 1957. It's so popular, we're going to keep right on with it in 1959. We're making some small changes, but basically it will be the same model."

Brockbank's success formula is a simple one. In the "New Manor" he offers 1,200 sq. ft., with three bedrooms and two full baths; a big basement for future finishing; and either a two-car garage, or a combination carport and patio roof with storage space, as shown in the photo above. The low price of \$19,400 includes an 80 x 120-ft. lot, and a complete set of appliances, including a refrigerator and washer, worth \$950.

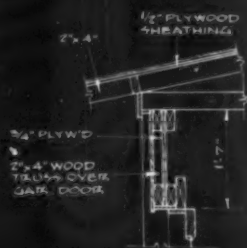




FLOOR PLAN
SCALE 1/8" = 1'-0"



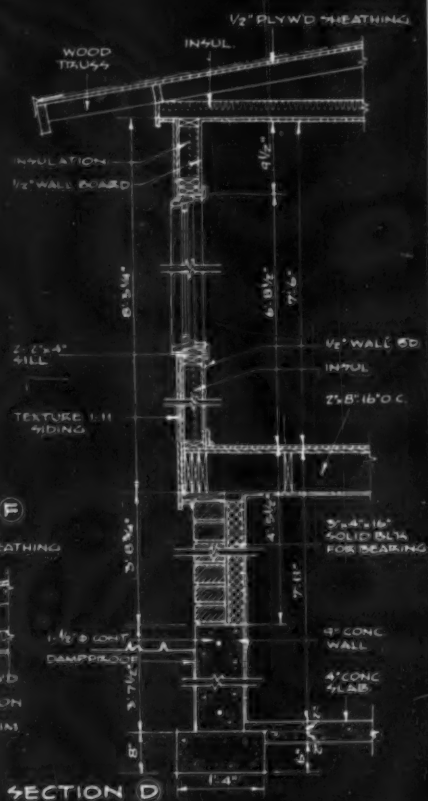
EAVE & WALL SECTIONS

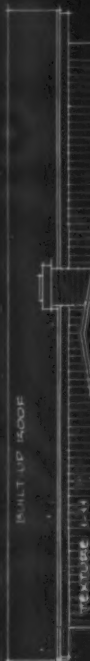


ALT. GARAGE SECTION (F)



ALTERNATE
SECTION E



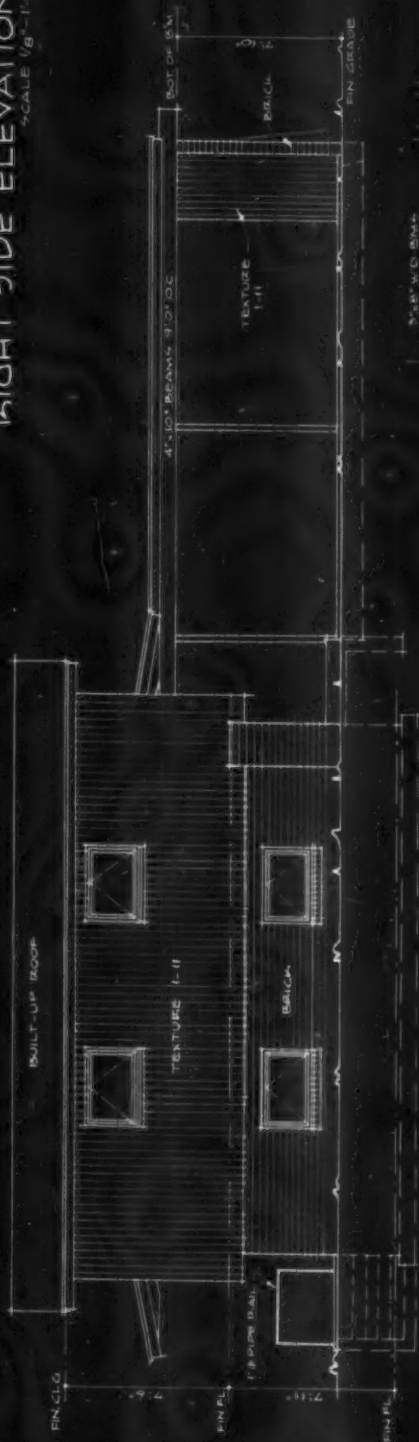


SIMMONS-BOARDMAN PUBL. CORP., 30 CHURCH ST., NEW YORK 7, N. Y.



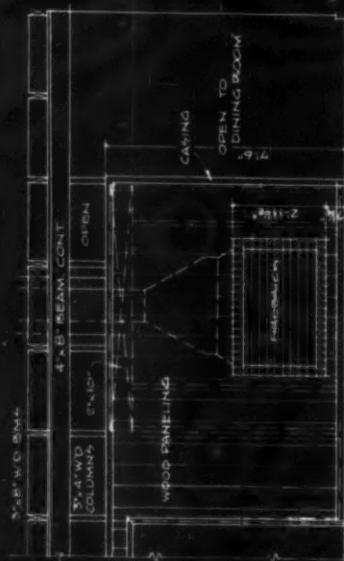
RIGHT SIDE ELEVATION

SCALE 1/8"=1'-0"



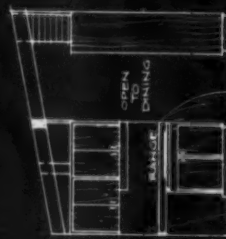
LEFT SIDE ELEVATION

SCALE 1/8"=1'-0"



FIREPLACE ELEVATION

SCALE 3/8"=1'-0"

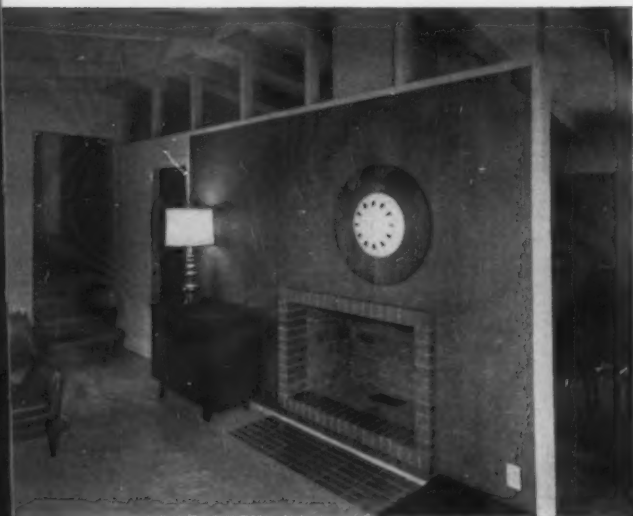


KITCHEN ELEVATIONS

SCALE 1/8"=1'-0"



This "subdivision" house is full of custom extras like these



RAISED FIREPLACE and paneled wall have been the biggest drawing cards inside the "New Manor." Posts, extended above the wall, support the roof rafters without destroying the spacious effect of the open ceiling.



PENINSULA KITCHEN COUNTER serves as a break-fast bar and as the divider between the kitchen and the dining room. Counter top is made of tile. Ventilating hood over the range contains fan lights and a radio.

Brand-name products used in the "New Manor"

Nutone chimes and clocks; Berns Air King range hoods; Pryne Kitchen and bath fans; Light Craft of California, Lincoln, Better-Light, and Lighter lighting fixtures; Masonite siding; Bilt-Well awning windows; Libbey-Owens-Ford glass; Fiberglas and Rockwool insulation; Crawford garage doors; Ilsa imported Italian mosaic tile;

Super-ramic tile; General Electric furnaces and air conditioning; RCA Whirlpool kitchen and laundry appliances; Bilt-Well closet doors; Schlage door hardware; American Standard bathroom fixtures; Rheem hot-water heaters; Plexstone interior paint; Fry built-up roofing; Palco linoleum; U.S. Gypsum sheetrock; Bruce hardwood flooring.

WHAT

HOW

ESTIMATING TAKE-OFF FOR THIS MONTH'S BLUEPRINT HOUSE

AMERICAN BUILDER HOUSE No. 263

FIRST FLOOR ONLY	1,250 sq. ft.
BASEMENT ONLY	560 sq. ft.
CARPORT ONLY	490 sq. ft.
TERRACE ONLY	165 sq. ft.

—EARTH EXCAVATION & GRADING—

Topsoil 6" Grade Exc. & Pile	4,760 sq. ft.
Earth Basement Exc. & Disp.	3,410 cu. ft.
Earth Foundation Exc. & B'fill	1,410 cu. ft.
Earth Hand Footing Exc. & B'fill	425 cu. ft.
Earth Surplus Disposal	3,410 cu. ft.

—CONCRETE CONSTRUCTION & FINISH—

2500:: Conc. Wall & Pier Footings	220 cu. ft.
2500:: Conc. Wall & Pier Footings Forms	320 sq. ft.
2500:: Conc. Found. & Ret. Wall	410 cu. ft.
2500:: Conc. Found. & Ret. Wall Forms	1,180 sq. ft.
2500:: Conc. Grade Beams	245 cu. ft.
2500:: Conc. Grade Beams Forms	400 sq. ft.
2500:: Conc. 4" Fir. & Plfm. Slab, O.G.	1,240 sq. ft.
2500:: Conc. 4" Hearth Slab, & Forms	10 sq. ft.
2500:: Conc. 6" Platform Slab, O.G.	45 sq. ft.
2500:: Conc. 12x8" Step, Form & Finish	20 lin. ft.
#4 Steel .668# Rod Reinforcing	375 lin. ft.
Monolithic Floor Finish	1,050 sq. ft.
Monolithic Floor Fin. Finish	235 sq. ft.
Kraft Paper Floor Vapor Barrier	1,285 sq. ft.
Kraft Paper Floor Prot. & Cur'g	1,285 sq. ft.
Carb. & Grout Expos. Conc. Rubbing	125 sq. ft.
Asphalt Found. Wall Dampproofing	260 sq. ft.

—BRICK & BLOCK CONSTRUCTION & VENEER—

Face Brick 6" Found. Wl. Veneer	225 sq. ft.
Face Brick 6" Ext. Wl. Veneer	390 sq. ft.
Face Brick 6" Ext. Wl. & Facing	150 sq. ft.

Face Brick 6" Retaining Wall & Facing	50 sq. ft.
Face Brick 6" Chimney Veneer	20 sq. ft.
Face Brick 6x8" Window Sill	30 lin. ft.
Face Brick 6x8" Fireplace Trim	5 lin. ft.
Fire Brick 4" Fireplace Lining	25 sq. ft.
Fire Brick 4" Fireplace Hearth	10 sq. ft.
Com. Brick. 4" Fireplace Backing	30 sq. ft.
Sol. Conc. Blk. 8" Chim. Fd. Wall	30 sq. ft.
Sol. Conc. Blk. 3" Fd. Wall Backing	225 sq. ft.
P. C. Conc. 2'x2'x4" Chim. Cap	1 unit
P. C. Conc. 8x4" Wall Coping	10 units
Flagstone 1" Hearth Paving	10 sq. ft.
Acid & Grout Expos. Brick Clean & Paint	1,075 sq. ft.

—LUMBER FRAMING & CONSTRUCTION—

4x10'D45 Fir Roof Beam	100 lin. ft.
4x8"D45 Fir Roof Beam	20 lin. ft.
4x6" Fir Part. Sill Blocking	20 lin. ft.
4x4'D45 Fir Corner Posts	65 lin. ft.
3x8'D45 Fir Expos. Roof Rafter	370 lin. ft.
3x4" Fir Wall Posts	25 lin. ft.
2'x10" Fir Window Lintel	25 lin. ft.
3'x8" Fir Wall Sill	20 lin. ft.
2x8" Fir Mas. Wall Plate	80 lin. ft.
2x8" Fir Fire Stop	70 lin. ft.
2x8" Fir Floor Joists	525 lin. ft.
2x6" Fir Floor Joists	395 lin. ft.
2x6" Fir Mas. Wall Plate	70 lin. ft.
2x6" Fir Roof Fascia	180 lin. ft.
2'x4" Fir Door & Wind. Header	50 lin. ft.
2'x4" Fir Door & Wind. Sill	20 lin. ft.
2'x4" Fir Wall & Part. Plate	330 lin. ft.
2x4" Fir Wall & Part. Sill	330 lin. ft.
2x4" Fir Fire Stop	80 lin. ft.
2x4" Fir Door & Wind. Studs	50 lin. ft.
2x4" Fir Rafter Braces	95 lin. ft.
2x4" Fir Wall Studs	890 lin. ft.
2x4" Fir Part. Studs	680 lin. ft.
2x4" Fir Part. Studs	25 lin. ft.
2x4" Fir Ceiling Joists	525 lin. ft.

(Continued on page 228)



PARKING AREAS were jammed as more than 10,000 people attended South Cottonwood Acres opening. Other promotions,

A permanent "Home Show" keeps

There are three elements vital to a good merchandising program: model houses that are well displayed and furnished; an exciting, well-advertised opening; and a promotion program that keeps working until the last house in the tract is sold.

South Cottonwood Acres, site of Al Brockbank's

"New Manor," had all these elements. A permanent "Home Show" was set up at the project; it included five models, well landscaped and furnished, and a special display of "Hidden Values" products that went into them. The development's opening was so well publicized that 10,000 people, by actual count,

You don't have to be a big builder to use merchandising ideas like these

Small builders tend to think of merchandising in terms of thousands of dollars poured into newspaper and television ads. But Al Brockbank found one of his cheapest merchandising ideas was one of his best.

Signs like these (right) can be used by any builder. All they take is a few dollars spent on printing and a few hours spent working out the figures. And they can easily make the difference between "selling" a prospect and losing him to a competitor.

HERE'S PROOF POSITIVE!

AN ACTUAL CASE HISTORY, PLUS 3 TYPICAL CASES OF MEN WHO INVESTED \$3,000 IN JANUARY 1955 — HERE'S HOW EACH PROFITED OR LOST IN THREE YEARS...

A Bought a New Automobile \$3,000	\$1,300	\$1,700 LOSS	Kelly "Blue Book"
B Put his money in the Bank \$3,000	\$3,278	\$278 PROFIT	Compounded at 3% interest
C Invested in Blue Chip Stocks \$3,000	\$3,596	\$596 PROFIT	OFFICIAL PUBLISHED BY THE STOCK EXCHANGE BOARD, WALL STREET JOURNAL, FEB. 15, 1958
D Bought a B & K Home \$3,000	7,600	4,600 PROFIT	Actual Case History

A GOOD HOME IS THE GREATEST INVESTMENT VALUE IN AMERICA!

ADVANTAGES OF INVESTING in a new home are graphically presented by this sign. Note the emphasis on the value of the house over that of the new car, always the builder's strongest competitor for the consumer dollar.



including National Home Week, brought thousands more.

sales rolling

attended. And subsequent promotions have included a highly successful "Moonlight Dance" at the development, plus a National Home Week program—featuring the "New Manor"—that was impressive enough to take first prize in Utah's National Home Week contest.



MATERIAL SUPPLIERS were given this building at the "Home Show" site as a showcase for their wares. Its position, close to the project entrance, brought almost all prospects through it.

Think: Why Pay Rent?

THIS IS THE RENT-MONEY YOU ARE PAYING

BASED ON A \$45 MONTHLY RENT

EVERY MONTH	OVER 10 YEARS	OVER 15 YEARS	OVER 20 YEARS	OVER 25 YEARS
50	\$7,546.68	\$12,947.10	\$19,839.54	\$28,636.20
60	9,056.02	15,536.52	23,807.45	34,363.44
75	11,320.02	19,420.65	29,759.31	42,954.30
85	12,829.36	22,010.07	33,727.22	48,681.54
100	15,093.36	25,894.20	39,679.08	57,272.40
150	22,640.04	38,841.30	59,518.62	85,908.60

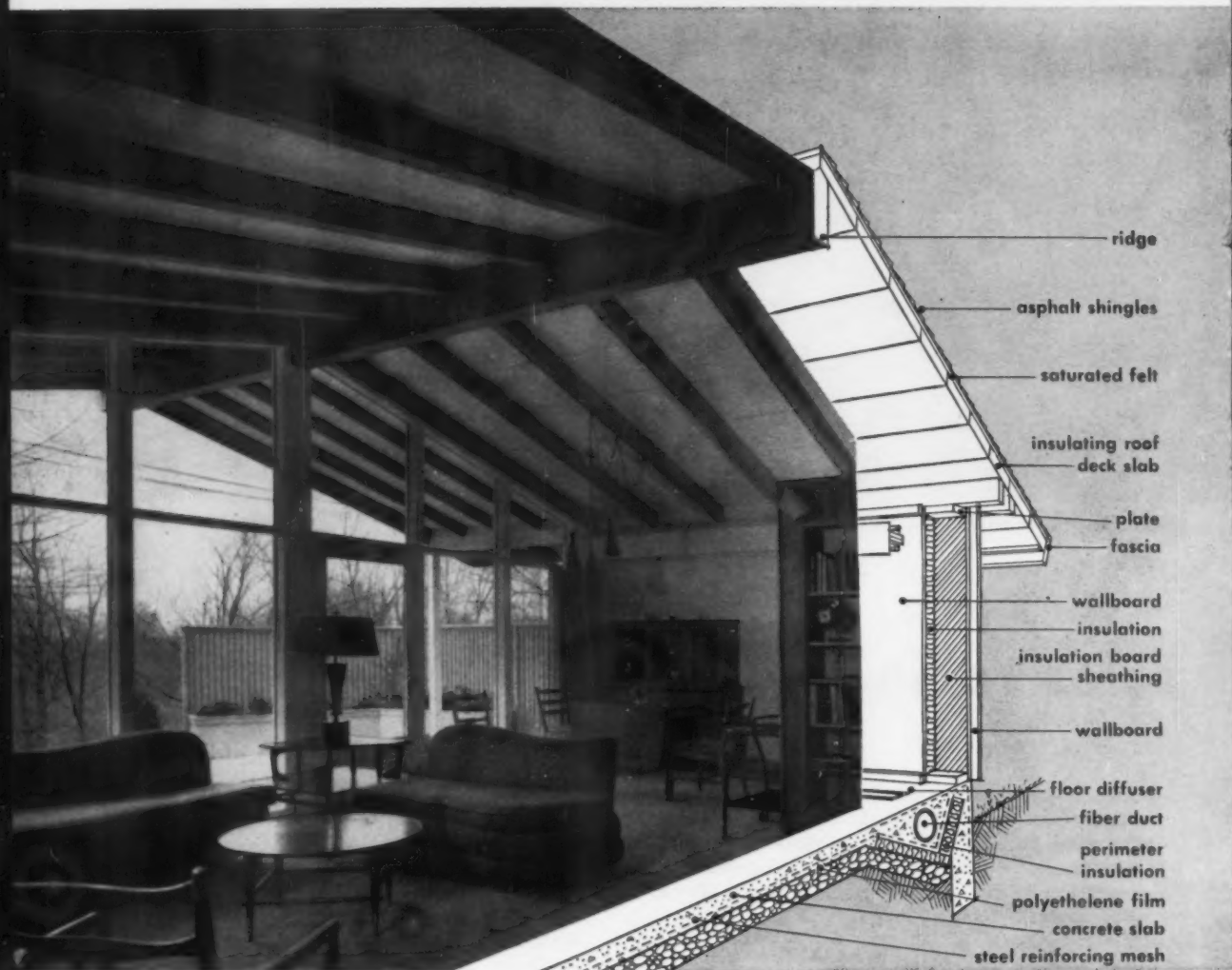
—AND IN THE END YOU WILL ONLY HAVE RENT-RECEIPTS—WHEN FOR NO MORE, AND PERHAPS LESS, YOU MIGHT

Own your own home... Let's talk it over!

APARTMENT DWELLERS are the target of the sales pitch on this sign, hung in the project's sales office. Prospects see how much money goes down the drain as rent over the period needed to pay off a house mortgage.



HIDDEN VALUES and major brand names are featured in the suppliers' building. Brockbank also has displays of the construction techniques, such as trussed roofs, that add to the value of his houses.



GOOD-LOOKING INTERIORS with simple, clean lines are achieved with insulating roof-deck slab. This cutaway shows some details of a typical cathedral ceiling. Builders get structural sheathing, insulation, and a finished ceiling in one package. (This house was built in Flint, Michigan, by Bob Gerholz.)

Cathedral ceilings: now they're

Simple and fast. That's the best way to describe an improved insulating roof-deck slab that's making builders take another look at this type of roof construction.

This system is based on the component principle: one large part does the work of many separate small pieces. A single layer of roof-deck slab, put down in one operation, combines roof sheathing, insulation, ceiling, and ceiling finish. And the time and labor required for this entire job are less than

would be needed for a conventional system.

As the photograph above shows, the new decking is used primarily for open-beam—"cathedral"—ceilings. Used in 3-in. thicknesses, it permits rafters to be spaced on 4-ft. centers—wide enough to make an attractive ceiling. At the same time, the framing is simple and relatively inexpensive.

Another important feature of the new system is the flexibility it gives builders in their choice of ceiling finishes. Flat white as well as sound-absorb-



↑
HOW

EASY INSTALLATION means reduced construction time. Sections are either interlocking or tongue-in-groove. Carpenter merely pushes them together, nails them directly to the roof timbers. Insulating roof-deck slab marks a big step toward using more completely finished building components.

easy with this 4-in-1 roof deck

ing surfaces—both perforated and fissured—are available. And all these finishes are complete; once the slab is laid down, further painting is usually unnecessary.

Manufacturers of the roof-deck slab have made one major improvement in their product: they've built in a vapor barrier. This prevents moisture from inside the house from condensing in the insulation. It should make possible the use of the decking in many areas where it was undesirable before,

especially in colder climates. The barrier itself is a layer of moisture-resistant adhesive that bonds the ceiling material to the insulating board.

The slabs come in a standard size of 2x8 ft. Nominal thicknesses are 1½ in., 2 in., and 3 in. C values for these thicknesses are 0.24, 0.18, and 0.12 respectively. (Approximate U values would be 0.18, 0.15, and 0.10 respectively.)

How to build roof systems faster ►

How to plan a roof for today's

Choose the right slab thickness for your climate

In areas where January temperatures stay above 40 deg. F, insulating roof deck should be 1½ or 2 in. thick. A vapor barrier is not needed in such locations.

Where temperatures for that month go as low as 40 deg. F, thicknesses of 2 or 3 in. are recommended, with 3 in. becoming absolutely necessary

down around -10 deg. F. In this 40-and-below range, a vapor barrier is needed, to prevent condensation in the insulating layer.

One note of caution: insulating roof-deck slab should not be used where interior relative humidity is maintained at 75 per cent or higher for long periods of time.

Find the right beam size; these tables show you how

MINIMUM BEAM SIZE CHART

CONDITIONS:

1. Design load — 50 lbs. per sq. ft.
2. Limiting deflection — L/240

Beam Span (feet)	Roof Deck Thickness (inches)	Beam Spacing			
		48"	32"	24"	16"
8	1½			5" x 5"	5" x 5"
	2		5" x 5"	5" x 5"	5" x 5"
	3	4" x 6"	3" x 6"	5" x 5"	5" x 5"
9	1½			3" x 6"	5" x 5"
	2		4" x 6"	3" x 6"	5" x 5"
	3	6" x 6"	4" x 6"	3" x 6"	5" x 5"
10	1½			4" x 6"	5" x 5"
	2		4" x 6"	4" x 6"	5" x 5"
	3	4" x 8"	6" x 6"	4" x 6"	5" x 5"
11	1½			6" x 6"	4" x 6"
	2		3" x 8"	6" x 6"	4" x 6"
	3	5" x 8"	3" x 8"	6" x 6"	4" x 6"
12	1½			3" x 8"	5" x 6"
	2		4" x 8"	3" x 8"	5" x 6"
	3	3" x 10"	4" x 8"	3" x 8"	5" x 6"
13	1½			4" x 8"	6" x 6"
	2		5" x 8"	4" x 8"	6" x 6"
	3	4" x 10"	5" x 8"	4" x 8"	6" x 6"
14	1½			5" x 8"	3" x 8"
	2		3" x 10"	5" x 8"	3" x 8"
	3	5" x 10"	3" x 10"	5" x 8"	4" x 8"
15	1½			3" x 10"	4" x 8"
	2		4" x 10"	3" x 10"	4" x 8"
	3	6" x 10"	4" x 10"	3" x 10"	4" x 8"
16	1½			4" x 10"	5" x 8"
	2		5" x 10"	4" x 10"	5" x 8"
	3	4" x 12"	5" x 10"	4" x 10"	5" x 8"
17	1½			4" x 10"	3" x 10"
	2		3" x 12"	4" x 10"	3" x 10"
	3	8" x 10"	6" x 10"	4" x 10"	3" x 10"
18	1½			5" x 10"	6" x 8"
	2		6" x 10"	5" x 10"	6" x 8"
	3	10" x 10"	4" x 12"	5" x 10"	4" x 10"
19	1½			6" x 10"	4" x 10"
	2		4" x 12"	6" x 10"	4" x 10"
	3	4" x 14"	8" x 10"	6" x 10"	4" x 10"
20	1½			6" x 10"	8" x 8"
	2		8" x 10"	4" x 12"	5" x 10"
	3	5" x 14"	5" x 12"	4" x 12"	5" x 10"

MINIMUM BEAM SIZE CHART

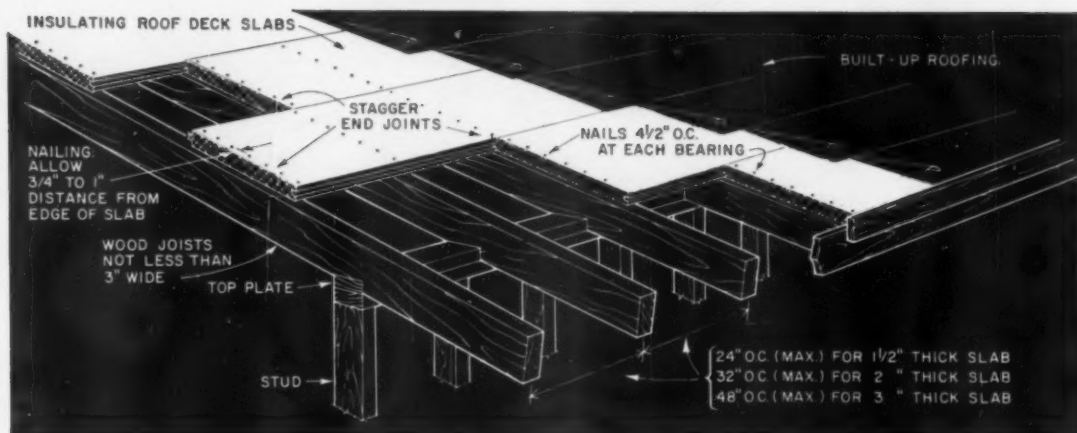
CONDITIONS:

1. Design load — 30 lbs. per sq. ft.
2. Limiting deflection — L/240

Beam Span (feet)	Roof Deck Thickness (inches)	Beam Spacing			
		48"	32"	24"	16"
8	1½			5" x 5"	4" x 4"
	2		5" x 5"	5" x 5"	4" x 4"
	3	3" x 6"	5" x 5"	5" x 5"	4" x 4"
9	1½			5" x 5"	5" x 5"
	2		5" x 5"	5" x 5"	5" x 5"
	3	4" x 6"	5" x 5"	5" x 5"	5" x 5"
10	1½			5" x 5"	5" x 5"
	2		4" x 6"	5" x 5"	5" x 5"
	3	6" x 6"	4" x 6"	5" x 5"	5" x 5"
11	1½			4" x 6"	5" x 5"
	2		5" x 6"	4" x 6"	5" x 5"
	3	3" x 8"	5" x 6"	4" x 6"	5" x 5"
12	1½			5" x 6"	3" x 6"
	2		3" x 8"	5" x 6"	3" x 6"
	3	4" x 8"	3" x 8"	5" x 6"	4" x 6"
13	1½			6" x 6"	4" x 6"
	2		4" x 8"	6" x 6"	4" x 6"
	3	5" x 8"	4" x 8"	6" x 6"	4" x 6"
14	1½			3" x 8"	5" x 6"
	2		4" x 8"	3" x 8"	5" x 6"
	3	6" x 8"	4" x 8"	3" x 8"	6" x 6"
15	1½			4" x 8"	6" x 6"
	2		5" x 8"	4" x 8"	6" x 6"
	3	4" x 10"	5" x 8"	4" x 8"	6" x 6"
16	1½			3" x 10"	3" x 8"
	2		3" x 10"	5" x 8"	3" x 8"
	3	5" x 10"	6" x 8"	5" x 8"	4" x 8"
17	1½			3" x 10"	4" x 8"
	2		4" x 10"	3" x 10"	4" x 8"
	3	6" x 10"	4" x 10"	3" x 10"	4" x 8"
18	1½			4" x 10"	4" x 8"
	2		4" x 10"	4" x 10"	5" x 8"
	3	4" x 12"	5" x 10"	4" x 10"	5" x 8"
19	1½			4" x 10"	5" x 8"
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	3	8" x 10"	5" x 10"	4" x 10"	3" x 10"
20	1½			8" x 8"	3" x 10"
	2		6" x 10"	5" x 10"	3" x 10"
	3	5" x 12"	6" x 10"	5" x 10"	3" x 10"

insulating roof-deck slab

▼ Plan the right beam spacing—based on slab thickness



Rafters should be at least 3 in. nominal width. Maximum spacing of framing members should be set at 16 times slab thickness. Thus, 3-in. thick decking permits beam spacing

of 48 in. To give adequate nailing support at the roof edges, a 2-in. wide nailing strip should be nailed to the rafter ends. (See detail above.)

▼ Profit from its lightness . . . and easy workability

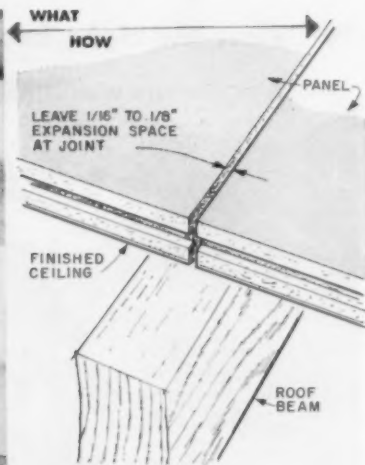


Decking comes in light-weight bundles, can be easily lifted up to roof level. Here it is unloaded directly from truck. To avoid dirtying finished ceiling, workmen should wear gloves or cover their hands with talcum powder when handling unwrapped slabs. (Until it's used, decking must be kept dry and protected from damage.)



Insulating roof-deck slab is easily cut with a power or hand saw. But carpenters must take care to avoid roughing the edges of finished surfaces, should use fine-toothed blades. To minimize waste, roof should be accurately laid out beforehand. Of course, all joints must fall in the right place—over framing members.

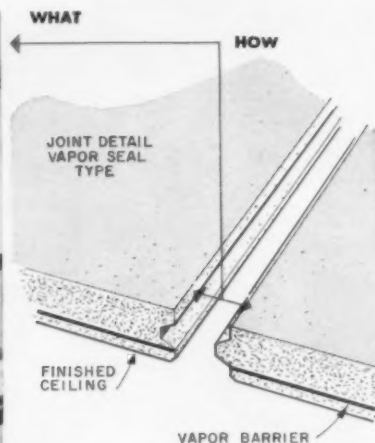
How to install new roof component



1 Allow for slab expansion; leave spaces at end joints

Starting at the eaves, insulating roof-deck slab is put down with longer dimension perpendicular to the rafters. Joints are either abutting or interlocking, depending on the brand used. A 1/16- to 1/8-in. space should be left between

slab ends, to give some "play" for expansion in hot weather. The workmen in this photo are wearing white gloves in order to prevent marring the finished ceiling on the underside of the slab.

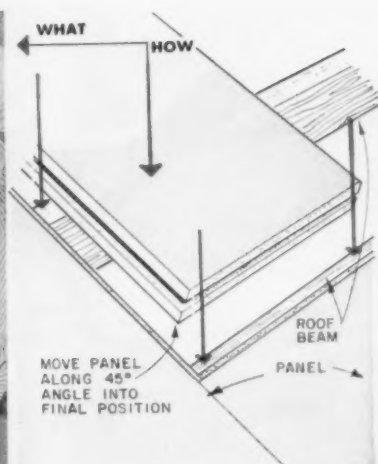
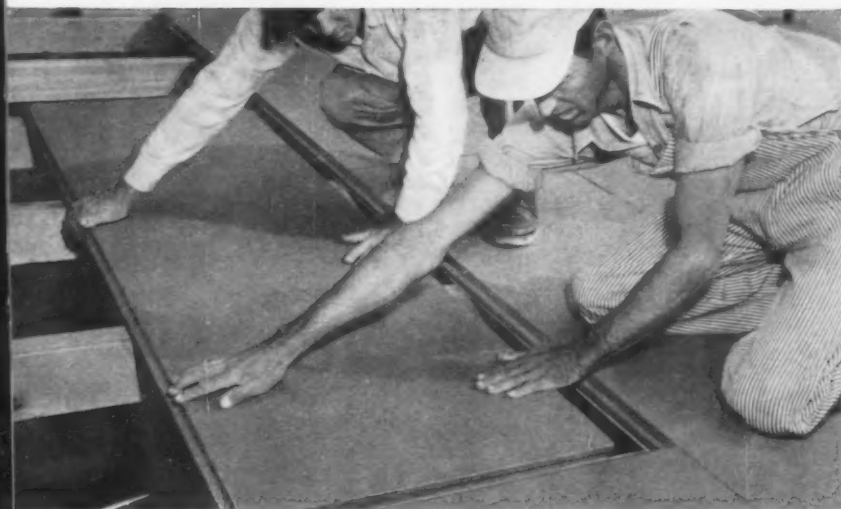


3 Drive the interlocking joints together

When roof deck has been moved into place, the carpenter simply knocks the interlocking edges together. This insures a tight fit. (Hammer against a block, as shown above, to protect the material from damage.) No new skills need be

learned because such techniques are used in conventional tongue-and-groove placement. The roof-deck slab in this photo is a perforated acoustical type. Flat white, and fissured acoustical types are also available.

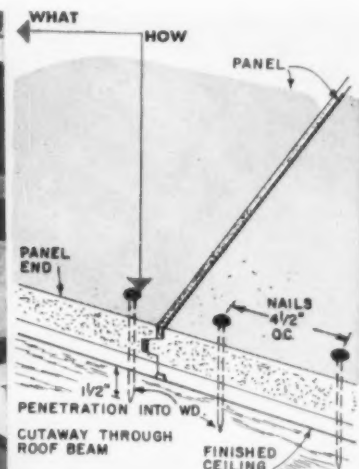
with standard roofing techniques



2 Slide the slabs in diagonally when all edges interlock

End joints of alternate courses of slabbing are staggered as with conventional decking. When laying the slab, workmen must be careful to avoid damaging interior surfaces by scraping them against exposed rafters. Note how the

slabs, even before they're nailed down, provide an adequate working platform. These men have covered their hands with talcum powder, which can be used instead of gloves to keep dirt off the ceiling.

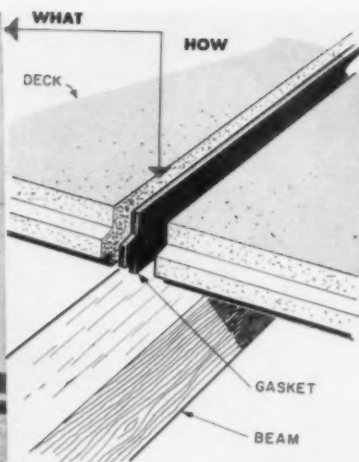


4 Fasten slabs to the framing with large-headed nails

Either galvanized or bright nails with large heads are used to secure decking to the rafters. Nails should be placed $\frac{3}{4}$ to 1 in. from the slab edges. Also, they should be spaced 4½ in. o.c. at intermediate beams and around open-

ings, 8 in. o.c. at ridges and eaves. Nails should be long enough to penetrate the framing at least 1½ in. This means 10d for 1½-in. slab, 16d for 2-in. slab and 30d for 3-in. slab. Specifications apply to all brands of roof-deck slab.

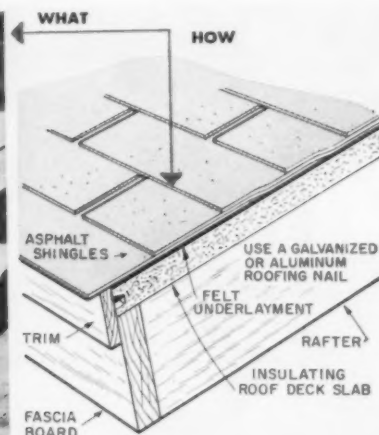
How you build in "Hidden Values"



5 To seal the end joints: some systems use rubber gaskets . . . or

A real "Hidden Value" feature of this new decking system is its improved built-in vapor seal. But to get the most from this advantage, the builder must prevent moisture from working its way into the insulating layer by way of

the joints. Therefore, some manufacturers furnish rubber gaskets that fit between slab ends (see photo above). Besides completing the vapor seal, these gaskets allow a certain amount of "give" for expansion.

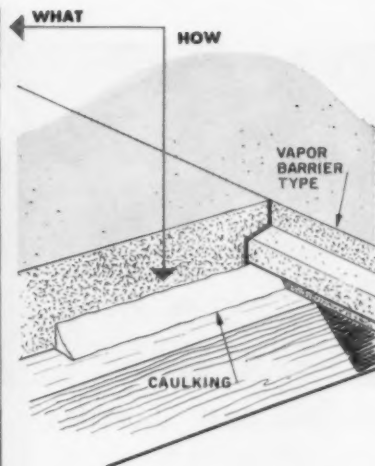
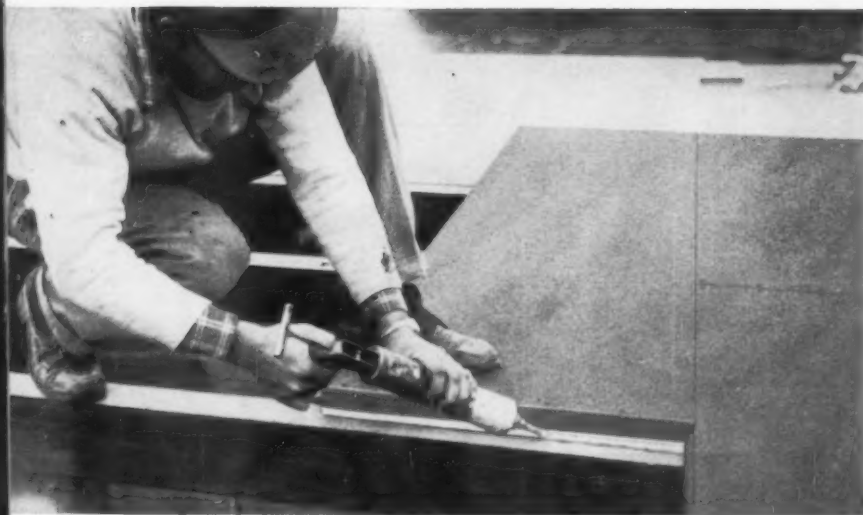


6 You can nail shingles directly over the decking

When 2 or 3-in. roof decking is used, asphalt strip shingles may be nailed directly to the slabs. (Nails would go right through 1½-in. deck.) Use galvanized or aluminum annular ring nails, 1½ in. long, 12-gauge minimum with ⅜-in.

diameter head. Specific instructions of the roofing manufacturer should also be followed. And, of course, put flashing at edges and openings. Built-up roofing or rigid shingles may also be used on insulating roof-deck slab.

with improved roof-deck slab



... others will specify a bead of caulking

Another way to complete a component roof's "Hidden Value" vapor seal is to use caulking. Follow the manufacturer's specifications and instructions. Generally, a non-staining type of caulking should be applied, in the joints

and about ½ in. above the interlocking surface. Do this before putting in the adjacent slab. Some manufacturers may also advise caulking the longitudinal joints, depending on climate, the particular product, local requirements.



7 Use a mask of wax paper to protect the ceiling from paint

When beams are to be finished after decking is in place, tape a masking strip of wax paper to the beams (above) before putting down the slabs. Then apply paint or stain to the beams, and trim the paper flush with a razor blade.

Where excessive interior humidity is the rule, it's advisable to apply a liberal coating of good oil paint to the ceiling. This will augment the "Hidden Value" protection of the decking's built-in vapor seal.

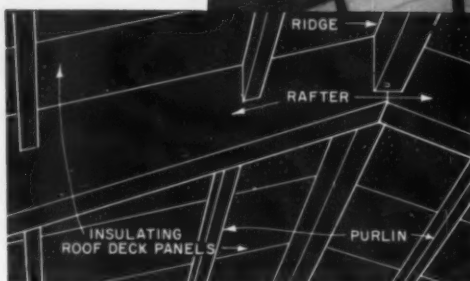
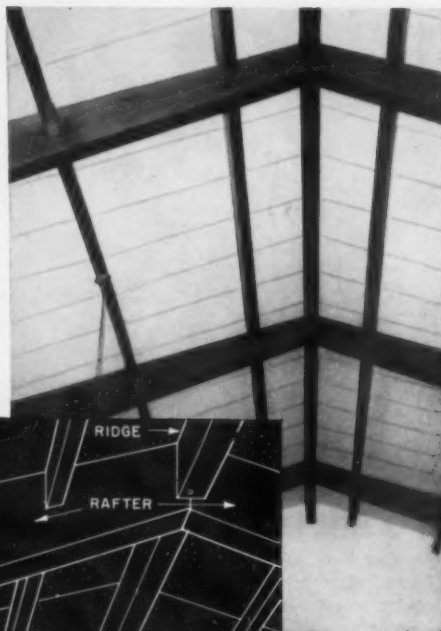
Where to use new roof deck



Use it in churches:

The builders of St. John's Methodist Church of Greenwood, Mississippi, used insulating roof-deck slabs with the rigid arch-frame construction shown at right.

To permit spacing the main laminated framing members more than 4 ft. apart, they ran purlins between them. Roof-deck slabs were laid vertically on the purlins. The short end joints are staggered, and fall on the purlins; the long side joints are exposed. Builders were B. L. Howell & Sons, of Philadelphia, Mississippi.



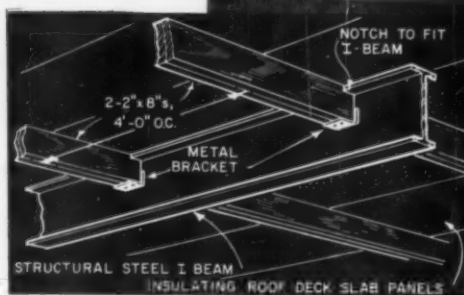
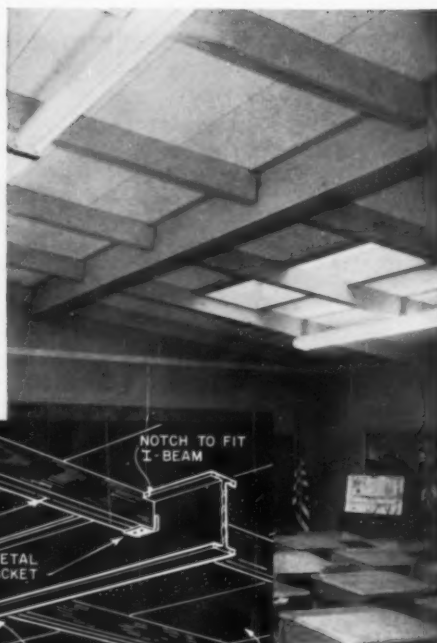
WHAT
HOW



Use it in schools:

Although the shape of the roof on this school in Waterloo, Iowa, is unusual, the framing and decking are simple and economical. Architects Thorson and Brom specified 3-in. decking. Wide-beam spacing permits use of skylights to combine natural and artificial lighting.

Roof framing is shown in detail at right. Five steel I-beams run the length of the building; rafters, spaced 4 ft. apart, are set between them. Decking is applied in the usual manner.



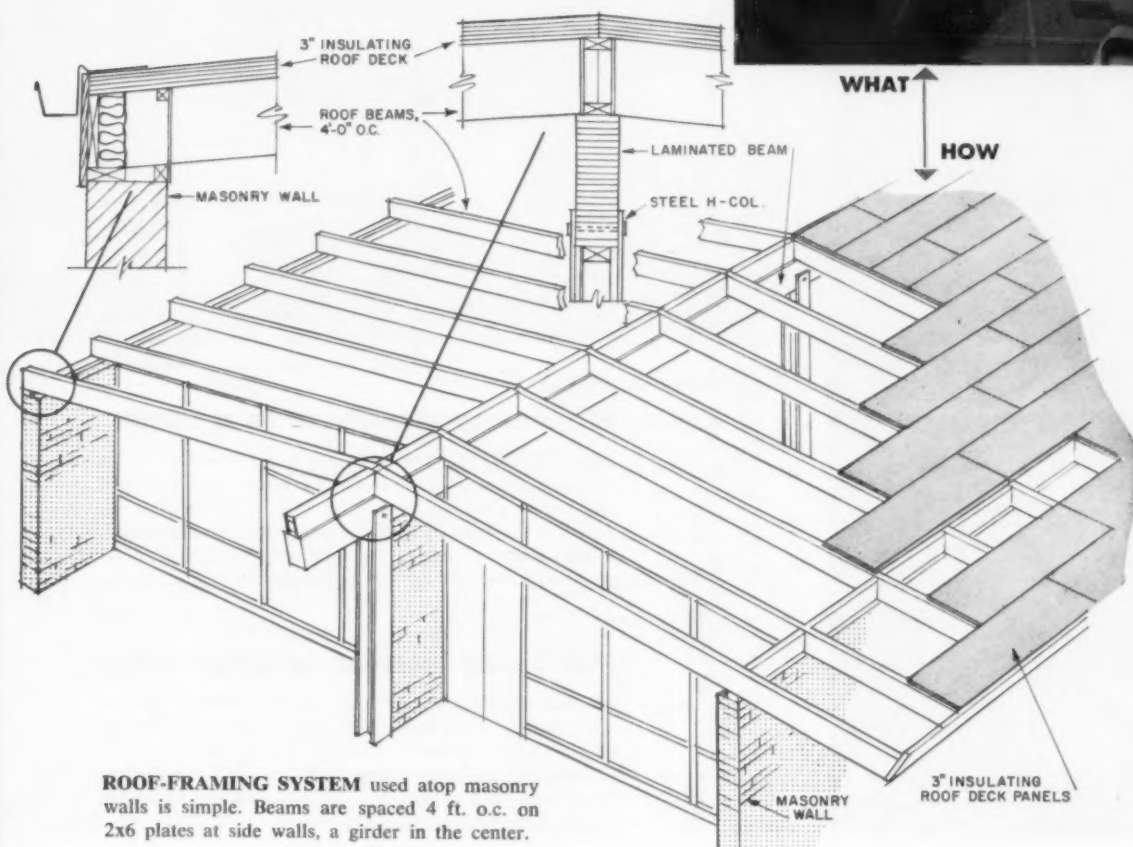
WHAT
HOW

in commercial building



Use it in offices:

Small commercial buildings—like the Aurora, Illinois, office annex shown above—are especially suited to the use of insulating roof-deck slab. Their design is generally more modern than that of houses; and insulating deck is especially good on low-pitched roofs. Photo at right shows the striking effect achieved by architects Laz and Mall inside the annex. Low partitions supported by posts work well with the open-beam ceiling. P. A. Thrall & Sons, of Aurora, constructed this building.



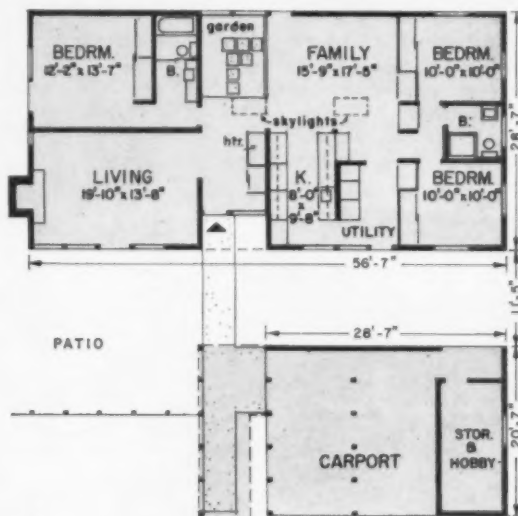
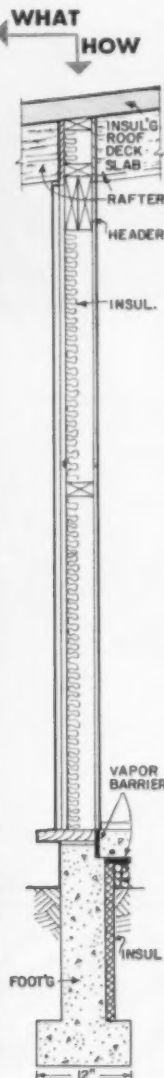
ROOF-FRAMING SYSTEM used atop masonry walls is simple. Beams are spaced 4 ft. o.c. on 2x6 plates at side walls, a girder in the center.

Here's what insulating roof



It goes well with modern styling

GOOD LOOKS AND LOW PRICE are equally responsible for the success of this house, built with insulating roof-deck slab. It was built by Ralph Sherman, of Boise, Idaho, for that city's 1958 Parade of Homes. Grider and Lamarche were the architects. Price of the home, without land and extras, was \$18,000.



It gives spaciousness to a room

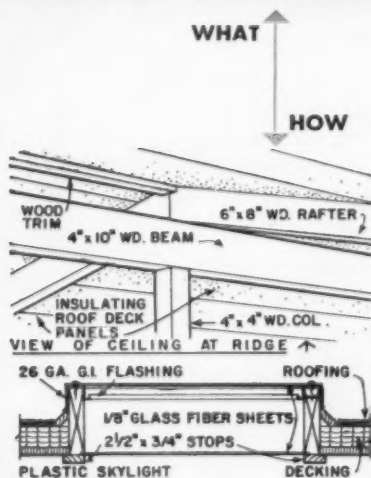
THIS UNUSUAL FLOOR PLAN takes advantage of the openness afforded by the open-beamed ceiling. Note how the interior partitions, a problem with sloped ceilings, are kept to a minimum. The wall between the living room and master bedroom runs to the ridge; and storage walls are used to partition off the rear bedrooms.

It lends interest to large areas

LIVING ROOM with one long, blank wall can be monotonous. But here, the strong lines of the vaulted ceiling add interest. With a low roof pitch like this, the small amount of space above a hung ceiling would be useless for storage. So this open ceiling uses that space to increase the feeling of spaciousness throughout the house.

slab can do for a house

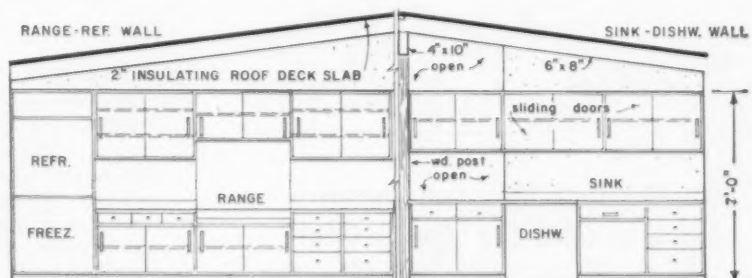
Photos courtesy LIVING for Young Homemakers



MAY 1959

▲ It adds dramatic beauty to interiors

FEELING OF SPACIOUSNESS and luxury is achieved by using insulating roof-deck slab with open-beamed ceiling. With beam spacing of 4 ft., skylight fits in place without interrupting the roof-framing system. A 4x10 central girder runs the length of the house, supports the roof beams. Supporting the girder system, at maximum spacing of 8 ft., are 4x4 posts. Note the compact kitchen wall arrangement.



And it's economical . . . ►

You can get a low-cost luxury

Builders like Bob Gerholz and Ralph Sherman are primarily businessmen. So their use of a material like insulating roof-deck slab to create the cathedral ceiling means that it makes sense—from both sales and cost angles.

"Our buyers like open-beam ceilings," says Gerholz. "And we've found that using insulating roof-deck slab lets us give them that type of design at a cost that compares most favorably with other roofing systems."

The roof of a house is a complicated structure, made up of many parts and materials. The big builder, with his assembly-line techniques, usually

handles these items efficiently. But the small, one-house-at-a-time builder can make real savings with a component, like insulating roof-deck slab. Total construction time for the house is reduced; the number of small operations, where time is easily lost, is decreased; and because there are fewer operations, the ease of estimating and the accuracy of cost control are increased.

Exact price tags cannot be applied to roofing. Costs vary too much from builder to builder, and from area to area. But, as shown by the figures below, insulating roof-deck slab can offer you major savings in both time and money.

Compare construction time per 100 sq. ft. for 2 roofing systems

Conventional roof and ceiling	
framing	3.37 hrs.
sheathing application	3.37 hrs.
insulation application	3.37 hrs.
wallboard application	3.37 hrs.
painting	4.73 hrs.
total hours	18.21

Open-beam, insulating roof deck	
framing	3.37 hrs.
roof-deck slab application	3.37 hrs.
painting	4.73 hrs.
total hours	11.47

One manufacturer's survey of builders showed these costs for other roofing systems, compared with an average in-place cost of insulating roof-deck slab of \$103.03 per 100 sq. ft. of floor area:

With open-beam-type ceiling ▶



With hung-type ceiling ▶



Beamed-ceiling construction (slope 2" in 12")
fiberboard insulation \$118.92

rafter construction (slope 2" in 12")
fiberboard insulation, wallboard ceiling 125.42
blanket insulation, plaster ceiling 111.41
blanket insulation, wallboard ceiling 110.74

gable-roof construction (slope 5" in 12")
wallboard ceiling 124.99
plaster ceiling 125.54

Design like this can mean more profits for the builder

THE SALES APPEAL of the open-beam ceiling is a very real economic factor. Regardless of cost (which most builders find competitive with other systems), it can be a money maker in terms of faster sales and better prices. Shown here is another view of the kitchen/family-room area of the Sherman house shown on the preceding page.

look with an open-beam ceiling

Photos courtesy LIVING for Young Homemakers





A distinctive tiled bathroom like this adds the sales punch home builders are looking for today. Walls: 23 Pink Blush. Counter Top: 8½" x 4¼", 97 Gardenia. Floor: Pan-O-ramics 3003-35, 1½" squares in Pink, Shell Pink, Rose Shadowflash and Lilac. Color Plate No. 90.

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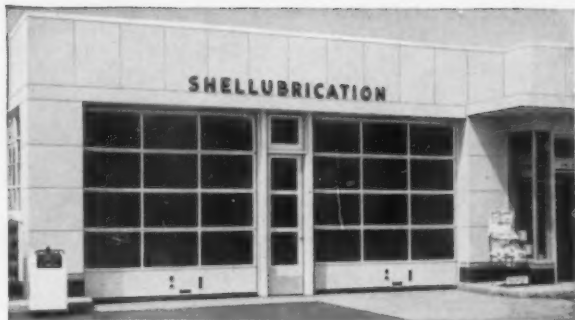
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bathroom shown at right costs only \$375 for installed



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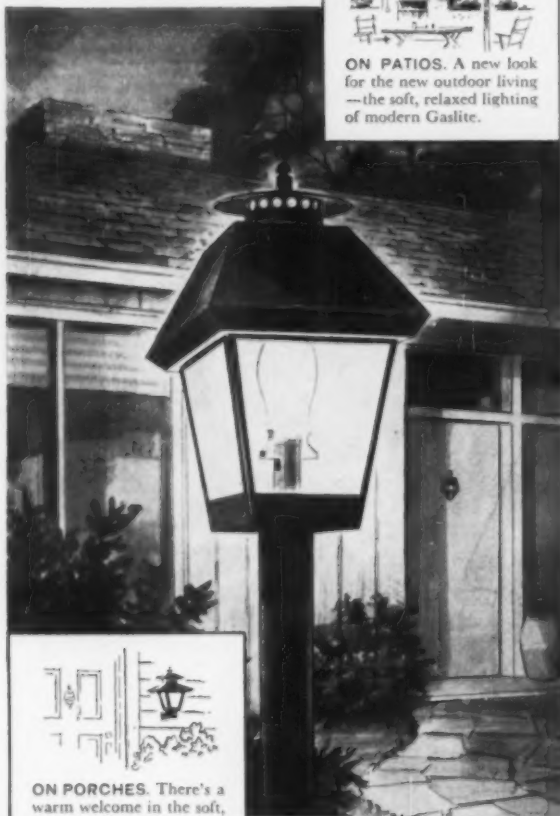


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bathroom shown at right costs only \$375 for installed cost of the tile in most areas, is utterly beautiful, utterly practical; includes a semi-recessed tub with translucent sliding windows overlooking a private garden; double mirror and double medicine cabinet; linen storage. Diffused lighting is built into a cherry trough with a ledge for plants. And a second bath for baby (kitchen-sink size, 22" x 15", with plenty of tile counter space) which doubles for huge amounts of personal laundry. The color harmony is one of nine basic themes available to every builder for his model through Stylon's "3-D" Plan.

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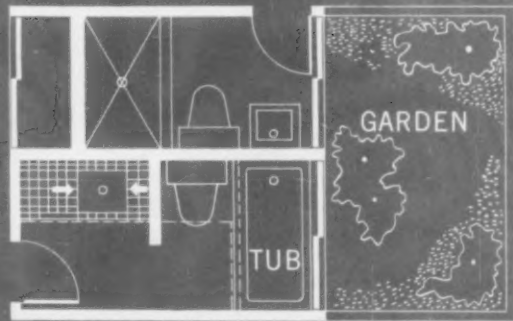
- ☐ Please send details on "3-D" Model Home Plan.
☐ Tile installation plans for "2-for-1 Bathroom."

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Flush Installation. Contributes to clean, modern design.

Durable. Made of heavy-gauge steel; can't warp, crack, shrink, swell, or rot. Termite-proof, fire-resistant.

Economical. Cost no more than ordinary doors. Prime-painted at the factory — one finish coat of paint usually covers.

Enhance your reputation as a quality builder, by installing Milcor Steel Access Doors on every job. Order from your building supply dealer.



STYLE "K". Wings of expanded metal provide strong plaster bond and reinforcement around perimeter of door.



STYLE "A". Recessed door for concealed installation in acoustical tile.



STYLE "L" for plastered walls. Without expansion wings.



STYLE "M" for masonry tile and other non-plastered walls.

Member of the **INLAND** Steel Family

INLAND STEEL PRODUCTS COMPANY DEPT. E, 4025 WEST BURNHAM STREET, MILWAUKEE 1, WISCONSIN

WAREHOUSES: BALTIMORE, BUFFALO, CHICAGO, CINCINNATI, CLEVELAND, DETROIT, KANSAS CITY, LOS ANGELES, MILWAUKEE, ST. LOUIS.

SALES OFFICES: ATLANTA, DALLAS, DENVER, NEW ORLEANS, NEW YORK, ST. PAUL, SAN FRANCISCO.

Pastel Cherry... Sherwood Oak

Two new and charming finishes

exclusively in

Craftwall

wood paneling



Pastel Cherry . . . all the traditional charm of fine cherry wood, now in a new, warm pink tone. It blends beautifully with today's smartest furnishings and color schemes.



Sherwood Oak . . . with the stout look and natural warmth of paneling found in old English inns. The mellow finish is ideal for a family room like the one shown here.

These stimulating new wall panelings have the genuine hand-rubbed look that has made Craftwall famous. They're professionally pre-finished to give the most durable wood surface known. Every "plank" is hand selected to show rich, natural grain.

Pastel Cherry and Sherwood Oak . . . the newest additions to the famous line of Craftwall woods . . . can give your homes that feel of gracious living so important to today's home buyers and prospects. The rooms above, as featured in Craftwall advertising in *Better Homes and Gardens* and other leading national magazines, show how beautifully it can be done.

In addition to these dramatic new tones, builders may choose Craftwall paneling in any of these popular woods: *Elm*, two kinds of *Birch*, *Mahogany*, *Cherry*, *Oak* or *Walnut*. All have the exclusive Craftwall finish that resists dirt, stains and scuffing—doesn't ever need waxing! Cleaning is easy with just a damp cloth.

Roddis also offers custom Hardwood Paneling . . . Doors . . . Wood Finishes . . . Adhesives . . . Plywoods . . . Timblend



Craftwall comes in easy-to-install modular size panels (48"x96", 48"x84", 32"x64", 16"x96", or longer) that go up fast with nails or Roddis Contact Cement. And Craftwall wood paneling is guaranteed for the life of the installation, in writing! Send coupon below for more information on all 9 Craftwall woods.

Builders' Craftwall Fact File on request:

Roddis Plywood Corp., Dept. AB-559
Marshfield, Wisconsin

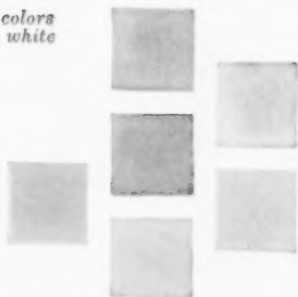
Please send me the Builders' Fact File on Craftwall wood paneling.

Name
Firm
Address
City State



*Eljer presents the new EMBLEM...
luxury in the medium price range*

6 decorator colors
plus snowy white



The stunning "clean line" look of the new Eljer *Emblem* tells you fast why it takes top honors for quality in its class. Designed by the staff of famed Dave Chapman, this luxurious siphon jet toilet features improved flushing action and greatly simplified installation. Two scientifically located bolt holes insure stability, square foot eases tile floor mounting. Has famous Eljer integral china overflow and ground-in valve seat. Note handsome, easy-to-clean, matching flat covers for bolts.



You're so right with ELJER

Another new Eljer design... pretested to insure customer enthusiasm

There's no sale like a *sure* sale. That's why Eljer stole a march on the industry and is pretesting its new fixture designs before putting them on the market. With the help of a national research organization, new models are exposed to buyers, builders and plumbing contractors across the country. We are happy to report they are meeting with enthusiastic endorsement.

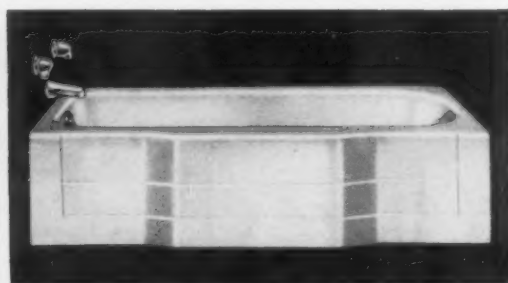
The new *Emblem*, shown on left page, is a typical salable combination of styling by the staff of designer Dave Chapman and manufacturing know-

how by Eljer. It incorporates a whole list of new features with industry-accepted developments such as Eljer's integral china overflow and ground-in valve seats.

See these great new *pretested* Eljer fixtures without delay. Check your Eljer plumbing contractor today.

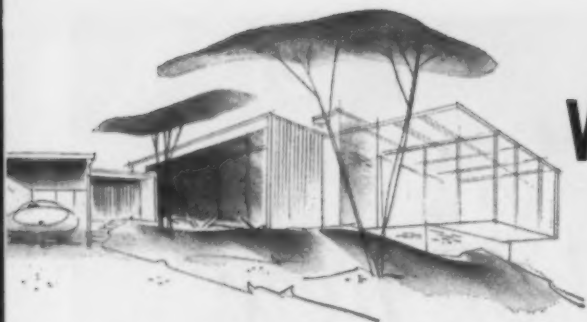
ELJER
Division of The Murray Corporation of America

Three Gateway Center,
Pittsburgh 22, Pa.



PERFECT COMPANION piece to the new *Emblem* is the *Riviera* enameled iron bath, outstanding in quality, moderate in price.

NEW BLAIR china lavatory also matches *Emblem* toilet. Available in 6 decorator colors, snowy white.



**When you add a room,
open-beam**



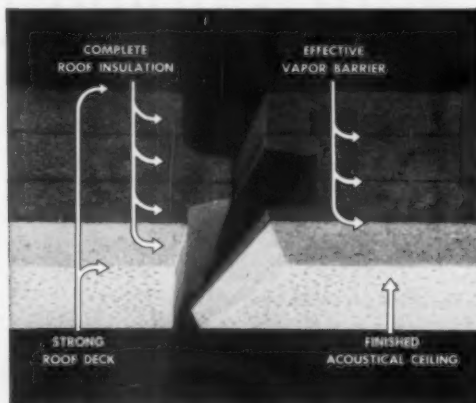
give your customers the beauty of an interior with Armstrong Temlok Roof Deck

The warmth and charm of open-beam ceilings add unusual decorative interest to interiors; make your extension jobs more attractive and easier to sell.

Open-beam construction with Temlok Roof Deck costs less than ordinary roof-ceiling construction. That's because Temlok is a 4-in-1 material that provides deck, insulation, vapor barriers and pre-finished ceiling in one application. As a result, you can cover the roof area in half the time required with conventional materials and at half the labor costs.

If your extension is to be a Family Room, you can add the benefit of a *noise-quieting* open-beam ceiling by recommending Cushiontone Roof Deck . . . the acoustical deck that soaks up more than half the noise that strikes the ceiling surface.

Send for free twenty-four-page booklet, "How to build with Armstrong Roof Deck." It will show you how you can add the beauty of open-beam interiors to extended rooms, separate structures, and other types of light construction. Write to Armstrong Cork Company, 3905 Rider Avenue, Lancaster, Penna.



A 4-in-1 material, Armstrong Cushiontone Roof Deck, provides a sturdy roof deck, multiple vapor barriers, roof insulation, and a prefinished acoustical ceiling.

Armstrong BUILDING MATERIALS

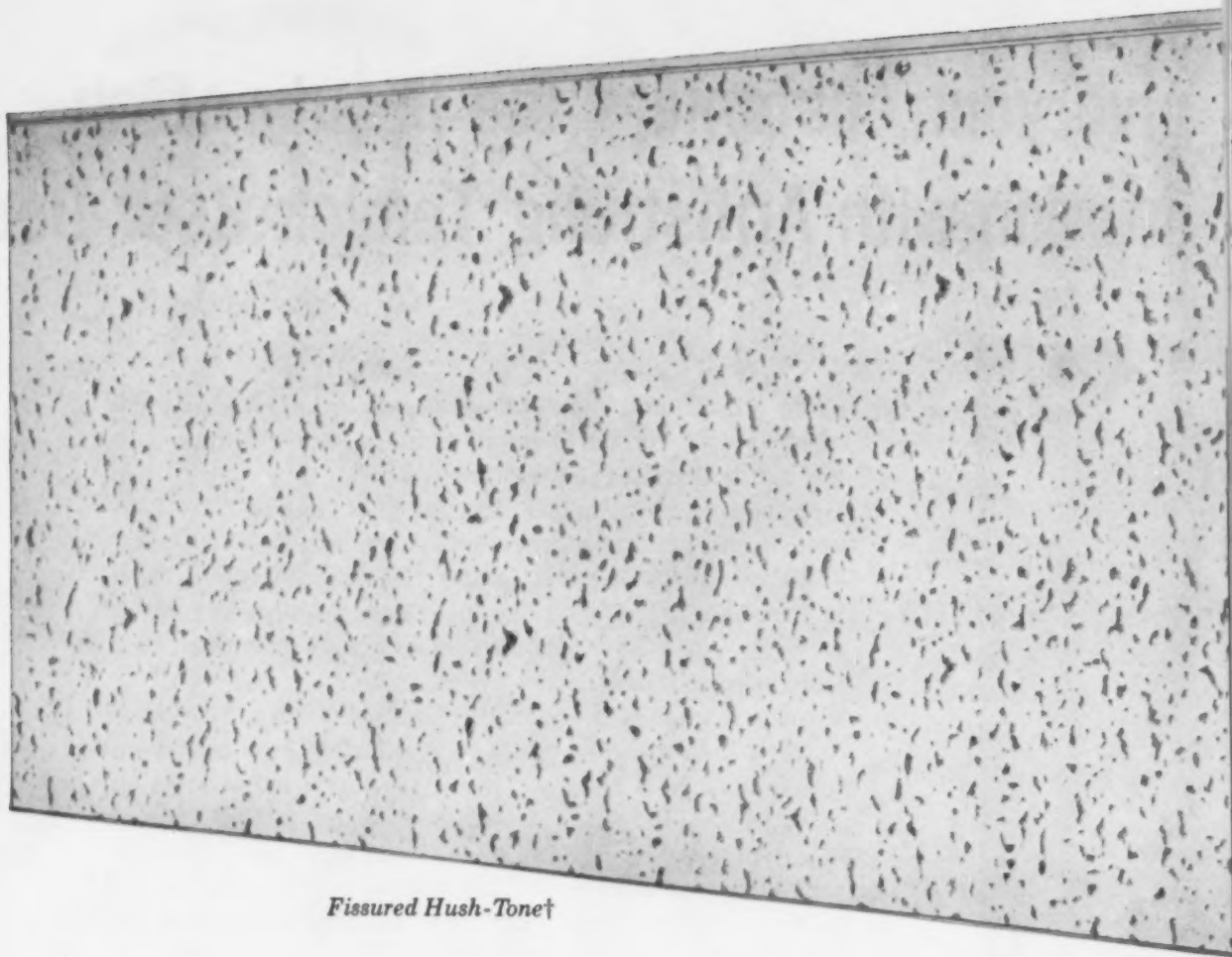
Temlok Roof Deck

Temlok Sheathing

Temlok Tile

Cushiontone Ceilings

INSULATION
BOARD



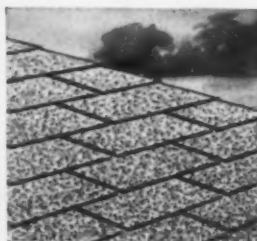
Fissured Hush-Tone†

NOW...Your choice of 2 finishes!

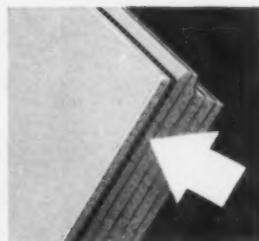
CELOTEX 2' x 8' INSULATING ROOF SLAB

The Leadership Line! First to offer builders continuous vapor barrier plus built-in gasket that seals all joints better, quicker. Meets FHA requirements for direct nailing of asphalt shingles to roof slab. Now offered to builders of residential, commercial and public buildings in two beautiful surface finishes. Cleanable, paintable. Celotex Roof Slab adds "sell" to the job!

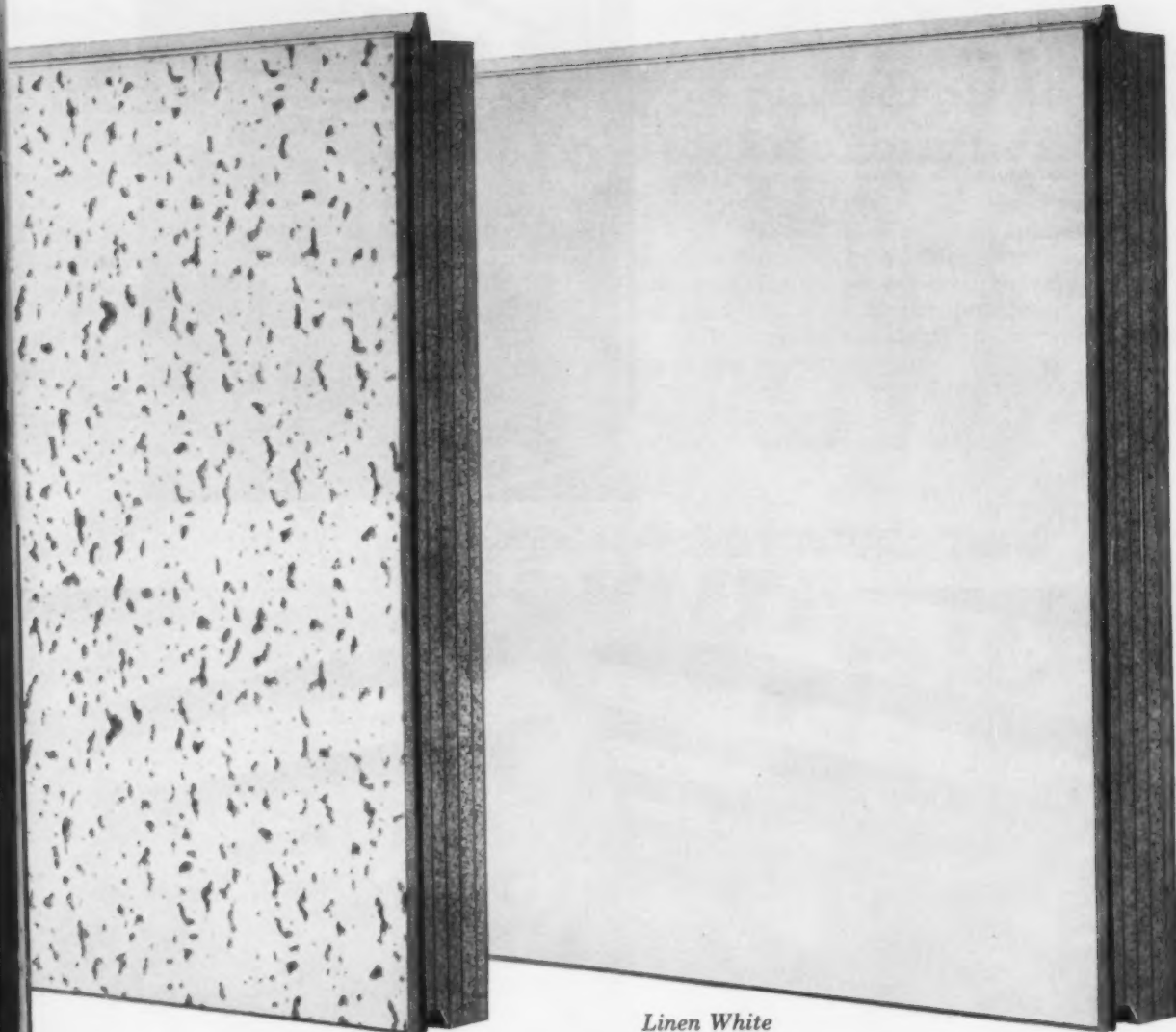
†TRADE MARK



Available! 2" and 3" thicknesses meet FHA requirements for direct nailing of asphalt shingles on 2" minimum slopes. Write for data.



4-Edge Seal! Exclusive Vapor Seal type has built-in rubber gasket on one long and one short edge of slab. Seals all joints.



Linen White



Ideal for modern exposed-beam construction, this one product combines roof deck, insulation, sound-quieting, finished ceiling and continuous vapor barrier. VAPOR SEAL TYPE: 2' x 8' in 2" and 3" thicknesses. STANDARD TYPE: 2' x 8' in 1½", 2" and 3" thicknesses.

A complete line of building products, nationally advertised under one famous name: INSULATING SHEATHING • ASPHALT ROOFING • MINERAL WOOL • FLEXCELL® PERIMETER INSULATION AND EXPANSION JOINT • INSULATING ROOF SLABS • CELO-ROK® GYPSUM PRODUCTS • HARDBOARDS INSULATING SIDING • CEMESTO® STRUCTURAL INSULATING PANELS • INTERIOR FINISHES • OTHERS

®REG. U. S. PAT. OFF.

CELOTEX

REG. U. S. PAT. OFF.

BETTER BUILDING PRODUCTS

THE CELOTEX CORPORATION • 120 SOUTH LA SALLE STREET • CHICAGO 3, ILLINOIS

Kitchen dining area. Notice how clean whiteness of Insulite Roof Deck matches appliances and tables.



Home is built on three-foot module with four roof heights. Highest is over the living room.



Builds Japanese-type masterpiece with Insulite Roof Deck throughout

Before even selecting a lot, Ernest Silva, owner of this unusual home, spent five years doing research on Japanese architecture.

It's easy to see that his builder, Ralph Lill of Rochester, N. Y., and architect David Leavitt, A.I.A., have helped him make the most of his ideas. They have also helped Mr. Silva take full advantage of Insulite Roof Deck's exceptional decorative and practical characteristics throughout the home.

Inside and out, its clean, white finish adds to the beauty of this remarkable home. Insulite Roof Deck's 4-in-1 functional advantage economically provides decking, insulation, vapor barrier, prefinished ceiling—all in one. Its superior washability enables it to retain its bright, new appearance.

Save money, add beauty like this to homes you build with Insulite Roof Deck. See your lumber dealer for facts, or write: Insulite, Minneapolis 2, Minn.

build better, save labor, with

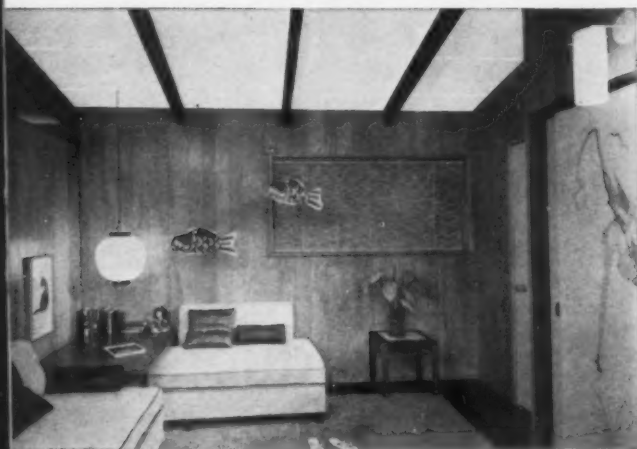
INSULITE®

Roof Deck

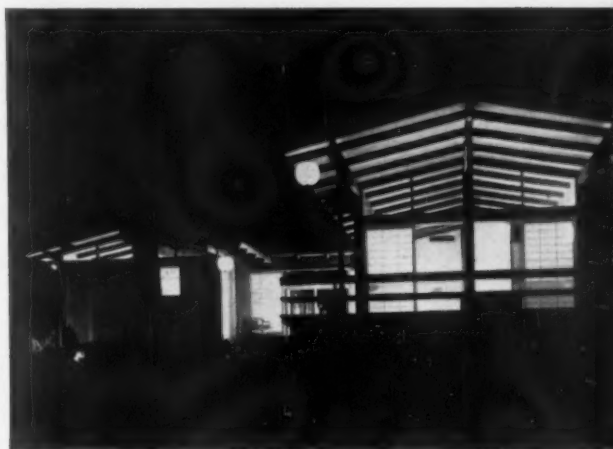


Insulite Division, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

INSULATION
BOARD



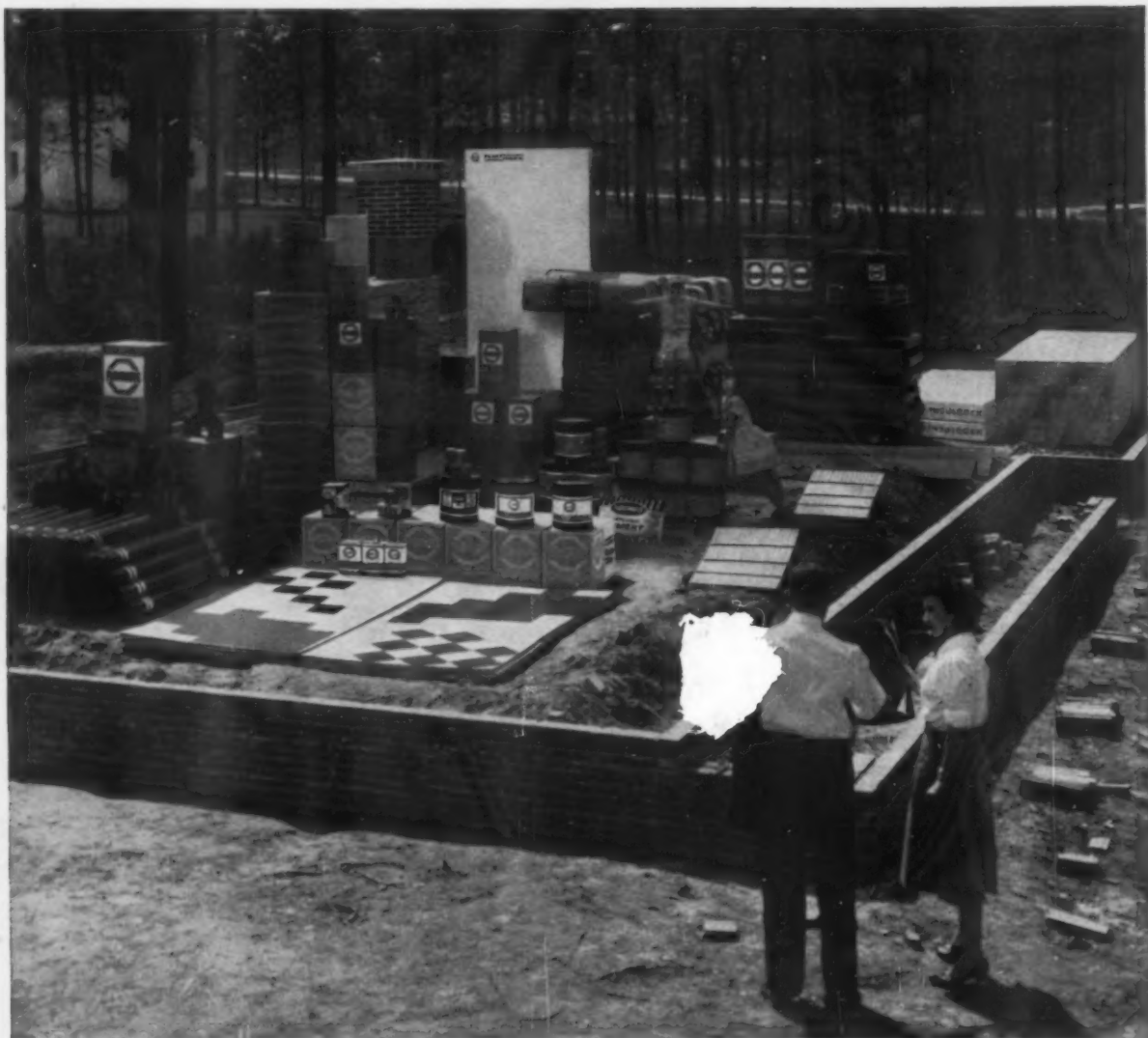
Oriental influence is built into every room of home. Note how Insulite Roof Deck blends with decor.



Night photo shows how Insulite Roof Deck provides a built-in feeling of continuity throughout.

Builder Ralph Lill (left) and owner Ernest Silva are extremely pleased with Insulite Roof Deck. Mr. Lill says, "It's easy to work with. Goes on fast."





See why Flintkote says proudly...

Nobody makes more of the products that make a "quality house"!

Flintkote building products give you an important plus that is the sign of a "quality house". All are made together to "go together". The result: a perfect blending of style, design and function that gives your new homes a custom look, makes them easier to sell.

The list of names in the Flintkote family of companies is a roll call of quality. There's Flintkote itself for roofing, siding and insulating materials; Tile-Tex for flooring; Atlas Adhesives, Kosmos Portland Cement; U. S. Miracle Lime Products; Insulrock Building Slabs; Van Packer Chimneys; Orangeburg Fibre and Plastic Pipe.

Add another mark of quality to your house by building with Flintkote. You'll like the results.

GOOD NEWS!

Big space color advertisements showing Flintkote's line of building products are now appearing in Life, Saturday Evening Post and Reader's Digest. Good news for you—whether you're a custom or development builder! This aggressive campaign will help you increase your new home sales—homes built with wonderful Flintkote building products.



THE FLINTKOTE COMPANY
30 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

AMERICAN BUILDER

NEW

PLANKED GOLDEN HEMLOCK ROOF DECK

YOU CAN SAVE TIME AND LABOR ON POST AND BEAM CONSTRUCTION

This new 3-in-1 product combines great structural strength and high insulation value with an attractive prefinished planked ceiling surface. Sturdy 23" x 96" x 2 1/4" panels span 48" centers and can be quickly applied by your own workmen. Apply built-up roofing to complete the entire roof and ceiling. Check Sweet's File or your local Lumber Supplier for more information.



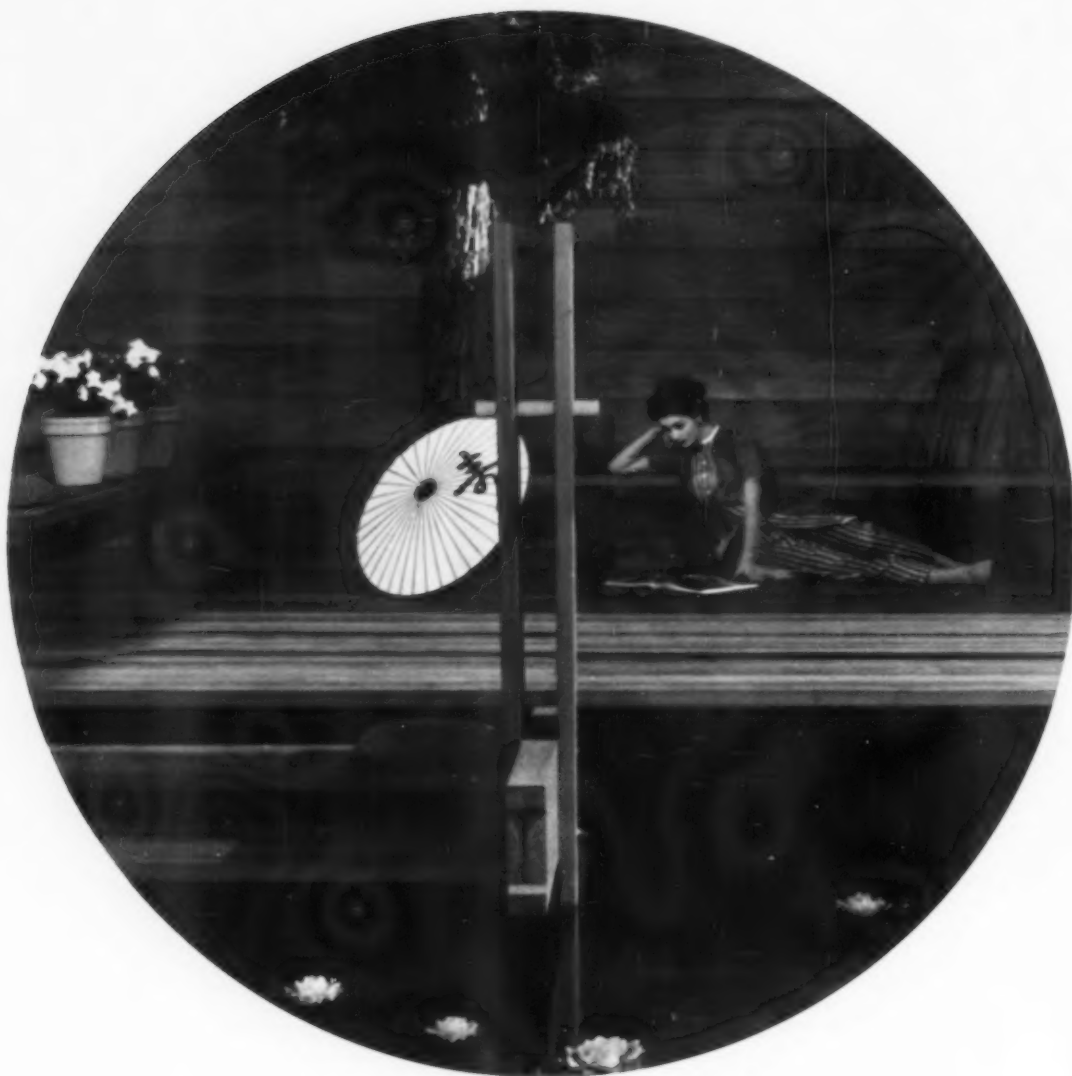
RELY ON

Simpson

QUALITY SINCE 1891

Another new product developed by Simpson Logging Company, Shelton, Washington.
Mail coupon on back of next page for free Acoustical-Insulating Board Catalog.

RELY ON SIMPSON FOREST PRODUCTS



REDWOOD BEVEL SIDING

BY



Mail coupon on back of next page for free
Redwood Grade Book, Redwood Information Charts
and Idea Booklet, "Redwood for the Home."



CREATE A FIRST-AND LASTING— IMPRESSION OF BEAUTY AND VALUE WITH REDWOOD SIDING.

Buyers often judge a home by its exterior appearance. You create a favorable "buying climate" by featuring the beauty and durability of vertical grain Simpson Certified Kiln Dried Redwood. Redwood is easy to work, takes and holds paints or stains far longer and much better than most commonly used siding. See your local Lumber Supplier soon and investigate economical Simpson Redwood.

SIMPSON REDWOOD COMPANY, ARCATA, CALIF.
Member of California Redwood Association

FOR BETTER BUILDING...BETTER LIVING!

**Simpson
Redwood Plywood
Gives New Homes
Compelling Sales Appeal**

Redwood is often called "America's most treasured wood." Now its rich, natural beauty is combined with the strength and economy of plywood. A glance at a distinctive accent wall or room divider of genuine redwood assures prospects that you are offering them far more for their home-buying dollars. Ask your dealer about redwood plywood soon.

SIMPSON LOGGING COMPANY
2301 N. Columbia Blvd., Portland 17, Oregon

Mail coupon, next page, for free 16-page, full color Simpson Plywood Catalog.

This handsome room divider
of rift grain Redwood Plywood
features deep toasted V-grooves
for random planked effect.



RELY ON



QUALITY SINCE 1895

*"this attractive
Forestone ceiling
keeps the home
peaceful and quiet"*

New homes sell faster with deep-fissured Forestone* acoustical ceilings. Here's why: Forestone muffles excessive noise to a comfortable level...adds interior beauty...gives you a distinguished sales advantage over homes with ordinary ceilings. See your Lumber Dealer or refer to Sweet's File. Simpson Logging Company, Shelton, Washington



Mail coupon, next page, for free 24-page Acoustical-Insulating Board Catalog.

*Reg. U. S. Pat. Off. — U. S. Pat. No. 2,791,289.
The original fissured woodfiber acoustical material.



Your own crew can install
Forestone in 12' x 12' butt
joint tile, 12' x 24' flange-
jointed tile, or labor-saving
2' x 8' insulating roof deck.

LOOK INTO TOMORROW... Forests of the future are being grown today by Simpson. As a leader in sound forest management, Simpson is noted for scientific harvesting methods, extensive reforestation activities, and vigorous protection of its growing trees against fire and disease. These sustained yield practices, plus maximum utilization of raw materials, assure a continuing supply of useful forest products for future generations.

RELY ON



...the name to build with...

ACOUSTICAL PRODUCTS

Forestone woodfiber tile • Random Drilled woodfiber tile
Standard Drilled woodfiber tile

DOORS

Bifold Doors (Flush and Louvered)
5-Ply Hollow Core and Solid Core Flush Doors
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Stile and Rail Doors (Sash • Panel • French
Screen • Entrance • Louver • Jalousie • Garage)

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Standard Hardboards • Tempered Hardboards
Specialty Hardboards
Smooth surfaced Hardboards available prefinished

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Decorative Tileboards and Plank
Building Boards and Wallboard
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Sheathing (Asphalt-impregnated)
Super-Strong Sheathing • Roof Insulation
Asphalt-impregnated Roof Insulation
Shingle Backer (Asphalt-impregnated)

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Forestone Roof Deck • Planked Golden Hemlock Roof Deck
Standard Drilled Roof Deck • Tapestry White Roof Deck

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Medium Density Overlaid Plywood
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PLYWOODS

Rotary Fir and Rift Grain Fir • Plyron and Texture 1-11
Fir Shadowwood, Plyweave and Striated
Figured Grain and Rift Grain Redwood
Redwood Shadowwood, Rusticwood and Plyweave
Figured & Ribbon Grain Philippine Mahogany
Birch, Oak and Knotty Pine

REDWOOD LUMBER

Siding, bevel and bungalow, plain and rabbeted
Tongue and groove and shiplap joint available with
square edges, eased edges and V-joint, 3/32 VIS, 1/4 VIS
Shiplap joint, Boston pattern Rustic

ENGINEERED WOOD PRODUCTS

Wood Tanks, Pipes and Scrubbers
Industrial plywood products

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☐ Doors ☐ Redwood ☐ Acoustical and Insulating Board ☐ Plywood

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Company _____

Address _____

City _____

State _____

Clipped from _____

Magazine _____

SC-93B

Litho in U. S. A.
on Substance 100
Simpson Premium Coated
Offset Book (C2S)



Built by Danco Builders', Inc., Dover, N. H.

"Tri-Dek helped us sell \$503,000 worth of homes!"

"Last year we increased our business 50% by using Tri-Dek construction in our homes," says Builder Daniel J. Dennehy of Dover, N. H. "The acceptance of this material has been phenomenal. In less than a year we've done over \$503,000 in homes using Tri-Dek, in a town of less than 20,000 people!"

Here's how Tri-Dek can save money and sell homes for you: It makes a good strong roof deck for a lot less than the cost of a conventional roof

and ceiling. (Mr. Dennehy reports it saved him \$1,500 on the house above.) You can nail asphalt shingles directly to the deck, without using nailing strips. The beautiful interior finish makes the open-beam ceiling a strong selling point. Tri-Dek gives you excellent ceiling insulation, plus an optional built-in vapor barrier in the 2" and 3" thicknesses...all in one application!

Send today for complete details on Gold Bond® Tri-Dek and how to use it. Write Dept. AB-591.

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK



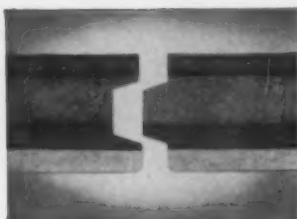
Gold Bond
BUILDING PRODUCTS

a step ahead of tomorrow

Johns-Manville Insulating Roof Deck

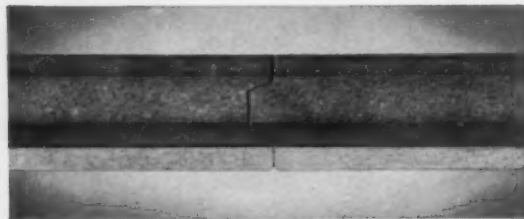
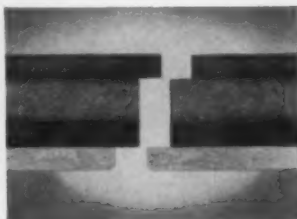
**gives you these
plus value benefits!**

In addition to providing a roof deck, insulation and finished ceiling in one unit, Johns-Manville Insulating Roof Deck gives you these additional quality product features.



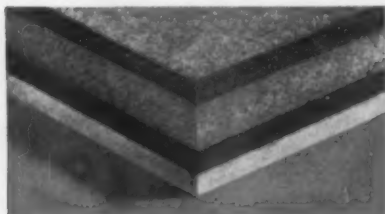
1. IMPROVED INTERLOCKING JOINTS.

A specially designed tongue-and-groove joint on the longitudinal edges and a 2-step joint on the short edges permit quick and easier application. They assure perfect alignment, make the roof deck tighter and furnish greater structural rigidity.



2. CONTINUOUS SEAL ON VAPOR-BARRIER TYPE.

Built-in seal assures a continuous vapor-barrier condition at all times. Vapor barrier type is for use in areas where daily average January temperature falls below 40°F. Non-vapor barrier type available for use in other areas.



3. MAXIMUM STRENGTH.

Johns-Manville Insulating Roof Deck is made of a series of layers which include structurally strong sheathing cores. These tough sheathing cores provide greater rigidity and maximum nail-holding power.



4. GLAZECOAT CEILING FINISH.

The underside is predecorated with a factory-applied, flame-resistant white finish to make it smoother, harder and more durable. It gives high light reflection and provides a beautiful finished ceiling for open-beam construction.



5. MEETS FHA MINIMUM REQUIREMENTS.

The 2" nominal (actually 2 1/4"), in vapor barrier and non-vapor barrier types, has FHA acceptance. Units are 2' x 8'. Thicknesses 1 1/4", 2" nominal and 3" in non-vapor barrier type; 2" nominal and 3" with vapor barrier.

For descriptive bulletin write: Johns-Manville,
Box 158, New York 16, N. Y. In Canada, Port
Credit, Ontario.

Ask your J-M representative about
the 7-Star and Mrs. America® pro-
motion to help you sell more homes.

©Reg. U. S. Mrs. America, Inc.

JOHNS-MANVILLE



This one
material
does four
big jobs

... it's **NU-WOOD** Roof deck

Here's the roof deck that gives the owner greater value. Nu-Wood Roof Deck accomplishes four major objectives: builds, insulates, decorates and reduces construction costs. That's why it's so often the first choice for today's open-beam construction.

Builds roofs quickly—The Nu-Wood Roof Deck consists of layers of asphalt-impregnated Nu-Wood board and a layer of Nu-Wood Sta-Lite® interior finish. The large 2' x 8' panels result in a strong roof deck. The warm-climate type comes in 1½", 2" and 3" thicknesses. The cold-climate type is 2" and 3" thick and has an integral vapor barrier; no caulking on long side joints is required.

Efficient insulation—used with built-up roofing, heat transmission values for Nu-Wood Roof Deck are 0.18 for 1½", 0.15 for 2" and 0.10 for 3". Meets FHA Minimum Property Standards in 2" and 3" types.

Modern decoration—interior surface of Nu-Wood Roof Deck is famous Sta-Lite coating with Class F flame resistance, and light-reflective factor of 82%. The predecorated surface is easily cleanable—and provides an excellent base for repainting if special color schemes are desired.

Reduces construction costs—Nu-Wood Roof Deck provides the deck, insulation and decoration all in one operation. Large panels go on quickly and buildings are closed in rapidly. Material and labor savings make open-beam type construction attractive to cost-minded builders.

For literature and application data, write Wood Conversion Company, Dept. 118-59, First National Bank Bldg., St. Paul 1, Minn.



NU-WOOD NU-WOOD NU-WOOD

INSULATION
BOARD

NU-WOOD NU-WOOD NU-WOOD

NU-WOOD
Roof deck

Designed especially for popular contemporary open-beam interior construction, Nu-Wood Roof Deck provides glamorous decoration.

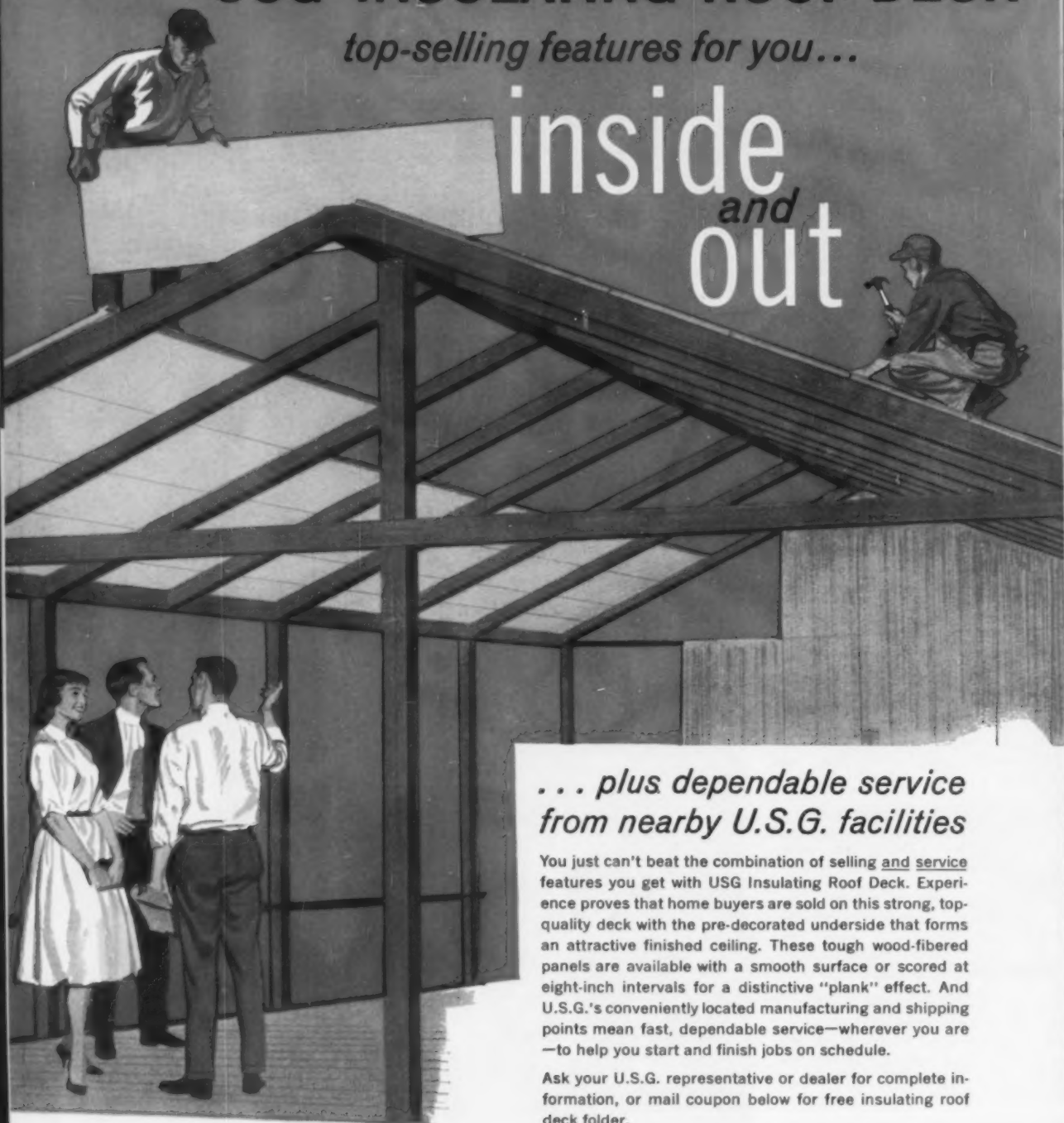


MADE BY THE MAKER OF BALSAM-WOOL® INSULATION AND NU-WOOD® ACOUSTICAL TILE AND INTERIOR FINISH

USG[®] INSULATING ROOF DECK

top-selling features for you...

inside
and
out



... plus dependable service from nearby U.S.G. facilities

You just can't beat the combination of selling and service features you get with USG Insulating Roof Deck. Experience proves that home buyers are sold on this strong, top-quality deck with the pre-decorated underside that forms an attractive finished ceiling. These tough wood-fibered panels are available with a smooth surface or scored at eight-inch intervals for a distinctive "plank" effect. And U.S.G.'s conveniently located manufacturing and shipping points mean fast, dependable service—wherever you are—to help you start and finish jobs on schedule.

Ask your U.S.G. representative or dealer for complete information, or mail coupon below for free insulating roof deck folder.

INSULATION
BOARD

**UNITED
STATES
GYPSUM**

the greatest name in building



United States Gypsum Dept. AB-91
300 West Adams St., Chicago 6, Illinois

Gentlemen: Yes, I am interested in more information about versatile USG Insulating Roof Deck. Please send me Roof Deck Folder IB-13.

name _____

company _____

address _____

city _____ zone _____ state _____

The Payoff Departments

New Products and Catalogs..... 139 →

Builders' supermarket for the latest information on new products and catalogs. Reply card, page 142.

Land Planning..... 200 →

The lowest bid from an earth-moving subcontractor doesn't necessarily mean the lowest final cost to you. Here are some other important considerations.

Technical Guide..... 212 →

Here are 13 ways to use premolded membrane for protection against water vapor.

Cost Saver..... 218 →

Save 25% on ceiling costs with this new tile system. Its heat resistance eliminates need for insulation.

How To Do It Better..... 220 →

How to provide instant hot water for resort cabins at a very low cost.

Ask The Experts..... 224 →

How to add a minimum-expense concrete-slab basement under breezeway and garage.

Better Detail Of The Month..... 234 →

Here is an easy-to-build indoor-outdoor eating bar that will add extra buyer appeal to your houses.

The Month Ahead..... 246 →

Things for builders to think about during May.

Now, truer than ever...

NO LOCK INSTALLS FASTER THAN A DEXTER



No. 2023 Hand tool kit
No. 2025 Power tool kit
No. 2014 Combination kit

Dexbore, Dexter's new installation kit, now saves you more time than ever . . . and does the job with automatic accuracy. Its specially designed installation tools — including the new work-saving, time-saving hand crank that's as easy to use in boring cross holes as a power drill — save precious minutes on every Dexter lock you install. And every type of Dexter lock fits the installation kit's standard boring. Have your dealer show you the new Dexbore kit and demonstrate why it's truer than ever that no lock installs faster than a Dexter.

DEXTER LOCK DIVISION

Dexter Industries, Inc. • Grand Rapids, Michigan

In Canada: Dexter Lock Canada Ltd., Galt, Ontario • In Mexico: Dexter Locks, Plata Elegante, S.A. De D.V. Monterrey. Dexter Locks are also manufactured in Sydney, Australia; Milan, Italy and Porto, Portugal.



Bit guide clamps on door in seconds, locates cross holes for 2 1/4" or 5" backset, guarantees perfect hole alignment. Chip cutter eliminates splitting on breakthrough. Threads on bit engage bit guide for positive lead of bit through door.



Bit guide remains in same position for drill edge hole and guiding bit in making perfectly aligned hole. Kit has hand or power bits.



Faceplate marker fits in edge hole and with hammer quickly outlines mortise for faceplate and strike. This accurate mortise mark eliminates chance of errors.



With holes bored and mortise made, latch easily fits into place. And this standard Dexter lock accommodates every type of Dexter lock.



Outside trim slips on easily, pre-assembled screws are quickly tightened, rose and knob into place — and the lock is completely installed.



THIS PLASTIC GUTTER and downspout system is a great time saver. Preformed corner sections (above) eliminate a cutting step, don't need soldering or riveting. Note that flashing is part of the system.



GUTTER SECTIONS are cut to proper length with tinsnips, as shown, or with a saw. Spout holes are located, then cut, using a template supplied with the kit. System is now ready for installation.

WHAT

HOW

Progress in Plastics

These gutters and downspouts give you 8 advantages

This new rain-carrying system is typical of the many plastic building materials now in use. It is strong, light-weight, nailable; won't rust, rot, dent, corrode, lose color. These photos show how it is installed. Owens-Corning Fiberglas Corp. (No. W1, p. 142.)



MOLDED-IN FLASHING fits under the roof shingles, and gutter is nailed right to the roof edge. Putting up flashing and gutter in a single operation saves job time, helps prevent ice damage.

HOW



JOB NEARS COMPLETION. Elbow is attached to drop outlet, and the base section of the downspout is nailed to the house, as shown. Downspout snaps onto this base section, requires no bonding.



THE SECTIONS are overlapped, then joined with a bonding agent. A coupler is supplied for joining sawed lengths. After gutters are in place, drop outlets are bonded into the spout holes.

HOW



1500 CHOICES

IN

ONE

MORGAN

M-400

Custom-line
ENTRANCE DOOR

More than 1500 original, distinctive designs are possible by using a basic Morgan M-400 Custom-line Entrance Door and any combination-of-three of 12 artistically detailed insert panels. Custom door beauty and individuality are combined with stock door economy. Architects, builders, and home buyers or home modernizers, realize a completely new-found design flexibility . . . PLUS . . . a drastic reduction of problems common to customization. Panel designs are versatile . . . there's a selection to blend with any home style. Further distinction is achieved by painting insert panels in harmonizing or contrasting color schemes.

For Complete Information . . . SEE your nearby lumber dealer, or write

MORGAN Company Oshkosh, Wisconsin

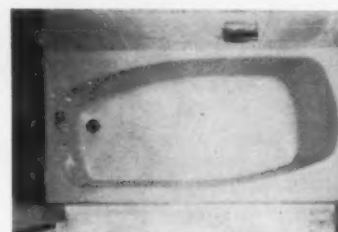
NEW PRODUCTS



One story stretches space

Offer families space to grow in with this Westport one-story model. All 1,728 sq. ft. are well-zoned for uncluttered living. Sleeping area provides four bedrooms, two baths, plus handy laundry. "Living" area features both family and playroom. Techbuilt, Dept. AB, 127 Mt. Auburn St., Cambridge, Mass.

Circle No. W2 on reply card, p. 142



Contour adds bathing space

Contour tub offers the "new look" in bathtub styles. Also provides maximum bathing space in little floor area. Sculptured inside is shaped for ease and comfort. Exterior, with its straight apron front, saves time during installation. American Standard, Dept. AB, 40 W. 40th St., N.Y. 16, N.Y.

Circle No. W3 on reply card, p. 142



Device detects moisture

Low-cost moisture detector is simple to operate, lightweight, easy to carry. Designed for the building industry, it will detect high-moisture-content dimension lumber which causes cracked plaster, nail pops in dry wall, sticking doors. Delmhorst Instrument Co., Dept. AB, 659 Cedar St., Boonton, N.J.

Circle No. W4 on reply card, p. 142

You are in the **American Builder**

Supermarket



Help yourself to everything you want in new information and literature about new products listed on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). **AMERICAN BUILDER** will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .



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on PRODUCTS & EQUIPMENT**

FREE INFORMATION - ON PRODUCTS and EQUIPMENT

NEW PRODUCTS

W1 Owens-Corning
Fiberglas plastic
gutter system
W2 Techbuilt prefab
W3 American Standard tub
W4 Delinhost Instrument
Co. moisture detector
W5 Kohler Co. electric
plum
W6 Dunley Bros. door
W7 Internat'l Swimming
Pool Corp.
W8 Maxitrol heating
control
W9 Glascock Bros. Mfg.
Co. refrigerator
W10 Air Master Corp.
W11 Plyco plastic window
W12 Spatnals, Inc. nailer
W13 Ford Tractor backhoe
W14 General Electric
wallplate
W15 Armstrong ceiling
W16 Aluma Kraft roller vent
W17 Bridgeport Brass Co.
packaged airport
W18 Ingersoll-Hemphrys
tub
W19 Orangeberg plastic
pipe
W20 Symons Clamp & Mfg.
Co. steel form brace
W21 Carolina Mirror sliding
mirror door
W22 Malha Mfg. Co.
W23 Tectum Corp.
W24 United Cork Insulation
W25 Lom, Inc. light diffuser
W26 Datsch hinge mortise
W27 Delfrac trencher
W28 Hotpoint appliance
wall
W29 Panel Structures panel
W30 Columbia Mills door

W31 Zanolite "Z-Tab"
W32 Gilboa Refrigerator
Co.
W33 Gerwin Industries
heating & a/c system
W34 Nutone Inc. door
chime
W35 White Metal &
Stamping scaffold
W36 Glidden plastic finish
W37 Acme Nat'l
Refrigerator
W38 Lennox electric furnace
W39 Vols Products concrete
block
W40 Modern Mfg. Co. tool

CATALOGS

W41 Schlage Lock hardware
W42 Stiglitz Corp. ranges
W43 Case plumbing fixtures
W44 Pasco Industries vent
hoods
W45 Lighting Dynamics
W46 Wall Pump sump pumps
W47 Mississippi Glass Co.
W48 Flintkote Co. tiles
W49 American Walnut
Mfgs.
W50 E. I. Bruce flooring
W51 Western Pine Assn.
W52 California Redwood
Assn. siding
W53 Webash Screen Door
Co.
W54 American-Olean
Tile Co.
W55 Carlon Products Corp.
plastic pipe
W56 Farmacia Corp.
laminates
W57 Wera Laboratories
W58 Natas Corp. tile
W59 Ridge Door Co. doors
W60 Jerald Electronics
plug-in antenna system
W61 Pasco Div. tile

W62 Preway built-in
W63 Plastifloam Corp.
insulation
W64 Schuyler Hopper Co.
acoustical ceilings
W65 Jeffery Form Tie Co.
W66 Nat'l Institute of
Wood Kitchen Cabinets
W67 Consolidated Gen'l
Products doors
W68 Masonite panels
W69 Caterpillar Tractor

W70 Trilomaster Corp.
plastic tile
W71 Timber Engineering Co.
roof framing
W72 Sealview Plastics, Inc.

WESTERN NEW PRODUCTS

W73-W Pasco Products
generator

W74-W Evercoat Sales code
W75-W Linseed Oil Products
insulating paint
W76-W Pacific Tile &
Porcelain Co. tile
W77-W Hyer Hardware Mfg.
Co.
W78-W Commercial Tool &
Die Co. tool

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MAY, 1959

NAME (Please print)

STREET

CITY

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STATE

PLEASE CHECK YOUR FIELD OR OCCUPATION

- ☐ Builder or Contractor
☐ Sub-Contractor or Building Trades
☐ Building or Planning Own Home
☐ Architectural
☐ Engineering
☐ Manufacturer or Producer
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☐ Government
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Signature

Stonewall Board reduces gable end construction time because it comes in large 4' wide sheets in lengths up to 12'.

Stonewall Board cuts soffit costs because it is easy to score and snap to size, nails perfectly.

Stonewall Board makes board and batten construction easy. De Luxe Stonewall with Primeroc finish cuts costs because it's pre-sized to take paint without primer.

ANOTHER
RUBEROID
DESIGN...

FOR HOMEBUILDING ECONOMY!

STONEWALL® BOARD

There are many uses for Stonewall Board in new home construction—many ways to cut building costs with the most useful and versatile asbestos building board on the market. In addition to those illustrated above, check its economy as a closet liner, for garage interiors, over furnace installations.

Stonewall Board is another Ruberoid build-

ing product designed to help you build better new homes *and* cut your costs. It's part of a line that has been servicing builders better since 1886. On your next house or project, check with your Ruberoid dealer. Learn how you can build better and cut costs more with Ruberoid quality products. For more information on Stonewall Board write: The RUBEROID Co.

RUBEROID®

500 FIFTH AVENUE, NEW YORK 36, N. Y.

Announcing...

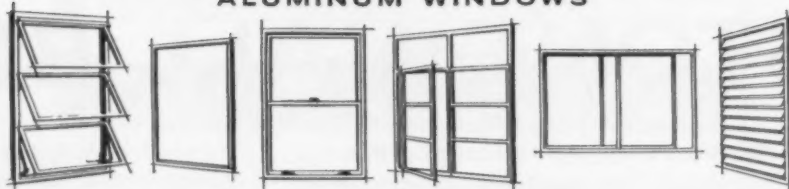
TRUSCON'S NEW ECONOMY LINE....


featuring



TRADITIONAL TRUSCON QUALITY


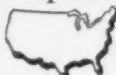
Low
purchase
price for
traditional
TRUSCON
quality
in all
these
products


ALUMINUM WINDOWS



Truscon builder-inspired designers have engineered excess cost right out of metal windows and doors. We're now on the market with  additions to our complete product line that are *designed specifically* for the economic needs of home building and light construction—not simply *adapted* to them.

This new philosophy—and  it is new in this industry—reflects itself in mass-production economies. Cash savings that we can put into traditional Truscon quality, one area in which we will not compromise. As a result, competitively priced Truscon products are worth  dollars more on the job and in the structure.

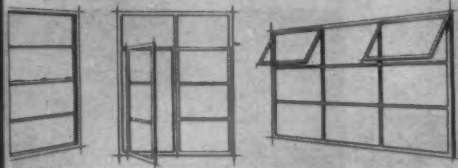
Coincidentally, we have been busy streamlining distribution and distribution costs. This  pruning is paying off in improved service at low cost. You have the advantage of an expanded dealer organization, backed by our nation-wide net of service-minded warehouses, for fast delivery of what you want, when  you want it.

Truscon is geared up now  to sell like "60" in '59... and on into the future. With quality you can point to, prices you can live with.

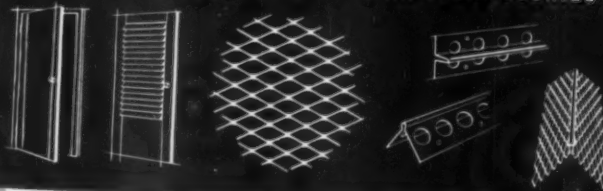
Low purchase cost... low installed cost... complete selection... high quality... nation-wide warehouse stocks. It all adds up. Try Truscon today.

Note: Be sure to see Truscon's new economy line products; Series 500 Aluminum Awning Window, Series 160 Aluminum Single-Hung Window, Aluminum Slider, Metal Door Frame.

STEEL WINDOWS



DOORS, FRAMES, METAL LATH AND ACCESSORIES



REPUBLIC STEEL

TRUSCON DIVISION

Youngstown 1, Ohio

...NAMES YOU CAN BUILD ON



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1312 ALBERT STREET • YOUNGSTOWN 1, OHIO

I'm interested in Truscon quality products. Send facts.

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CRACK-FREE CORNERS



Wall and Ceiling Angles Free of Cracks with **LABOR SAVING UP TO 75%**

This improved method of locking gypsum lath at inner corners permits a full-floating corner—which results in elimination of corner cracking due to expansion and contraction of wood studs and joists. Angle-Rite has been solving the cracking problem for ten years. *Write for Bulletin.*

FREE SAMPLES!

We'll gladly send you enough Angle-Rites to have several corners plastered. See for yourself how they reduce labor costs while solving the serious corner cracking problem.

If not yet available from your distributor, write us direct.



BUTCHER & HART MFG. CO.
4601 Cortland Avenue • Altoona, Pennsylvania



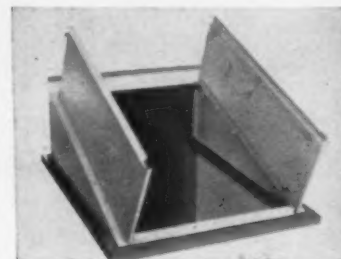
NEW PRODUCTS



Plants power all tools

Versatile power outputs of new 180-cycle electric plant can accommodate all of the commonly used portable electric tools at the job site. These two new electric plants are Model 2.5MV55 and model 2.5MV35, both high-frequency units. Data from Kohler Co., Dept. AB, Kohler, Wisc.

Circle No. W5 on reply card, p. 142



Door operates easily

Basement door with finger-tip control can make basement recreation areas more easily and directly accessible. Of all-steel construction, it features torsion-bar spring control for easy opening. Also, safety device prevents accidental closing. Donley Bros., Dept. AB, 13968 Miles Ave., Cleveland 5, Ohio.

Circle No. W6 on reply card, p. 142



Redwood takes to pools

Latest '59 model swimming pool is built entirely of California redwood, with no concrete, gunite, steel, etc. It is also built entirely above ground on any type terrain. "The Living Pool" is easily expanded. Internat'l Swimming Pool Corp., Dept. AB, Federal Savings Bldg., White Plains, N.Y.

Circle No. W7 on reply card, p. 142



"This builder really knows what women want!"

"Talk about a modern kitchen in a model home . . . here's the newest thing in automatic top burner gas cooking—the FLAME SET* 'burner with a brain.' With this new control you can get the flame size you want—immediately.

"Now you can cook with any size pan, large or small, and not worry about burning or scorching foods. It also means you can use the same temperature settings for aluminum and non-aluminum pans alike. That's something you couldn't do when cooking with

the old style 'burner with a brain.'

"This FLAME SET 'burner with a brain' certainly makes a kitchen modern. I like it."

Yes, the FLAME SET "burner with a brain" is an attention-getting sales feature that's *remembered* by people who are house hunting. It will help you sell your prospects.

Write today for more information. Robertshaw Thermostat Division, Robertshaw-Fulton Controls Company, Youngwood, Pennsylvania.

VMA 6394B

*TRADE MARK

Robertshaw



NEW RODDIS VENEERED TIMBLEND

EXCLUSIVE WOOD BLEND PANELS

MANY WAYS SUPERIOR TO HARDWOOD PLYWOOD...YET COSTS LESS!

Timblend, Roddis' amazing man-made board, is now available veneered, in the most popular genuine hardwoods . . . from warm Birch to rich Walnut. New beauty plus highest warp-resistance combine in veneered Timblend to assure finer product quality, at lower cost, in many hardwood plywood applications.

Builders have responded enthusiastically to the introduction of Roddis' new veneered Timblend. Sales have actually tripled in just one year! Here's how you can profit from this "success story."

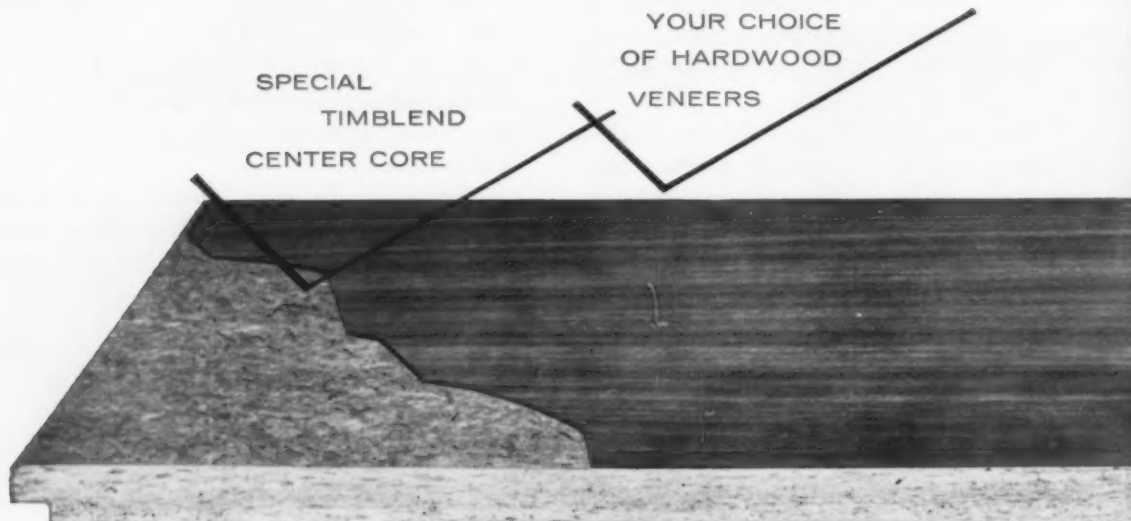
With veneered Timblend you'll get all the richness and beauty of your favorite hardwoods, plus all the proven advantages of its exclusive Roddis man-made core. It's this Timblend core that makes the big difference!

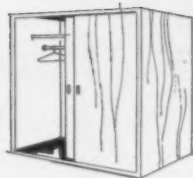
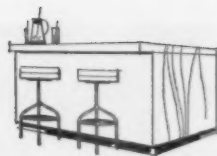
Because of the unique, controlled density, non-grain construction of this core, veneered Timblend machines

beautifully with ordinary woodworking tools or power tools. Saw it. Drill it. Rout and rabbet veneered Timblend. You get smooth, gap-free edges every time. Even lipped edges turn out beautifully! And veneered Timblend has a remarkable dimensional stability that assures highest warp-resistance! Screw-holding ability equals that of the softwoods.

Choose veneered Timblend in any of these best-selling woods: Elm, Birch, Maple, Cherry, Mahogany, Oak, Walnut and many others. Available in $\frac{3}{4}$ " in common plywood sizes. Other thicknesses and sizes available, prefinished if desired, on special order.

Use veneered Timblend for your cupboard doors, cabinets, built-ins, wardrobes, sliding doors and other hardwood plywood applications. You'll achieve excellent end results at lower cost. Why not send the coupon today for a free sample of veneered Timblend plus the illustrated brochure: "Working with Veneered Timblend"?





**USE BEAUTIFUL,
WARP-RESISTANT
TIMBLEND FOR:**

Cupboard doors

Counter fronts

Table tops

Kitchen cabinets

TV and Hi-Fi
cabinets

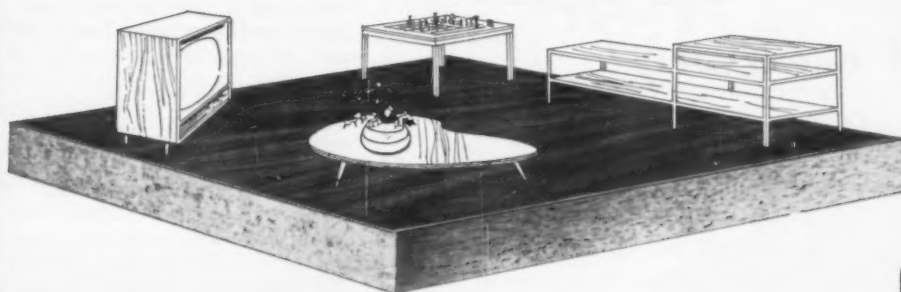
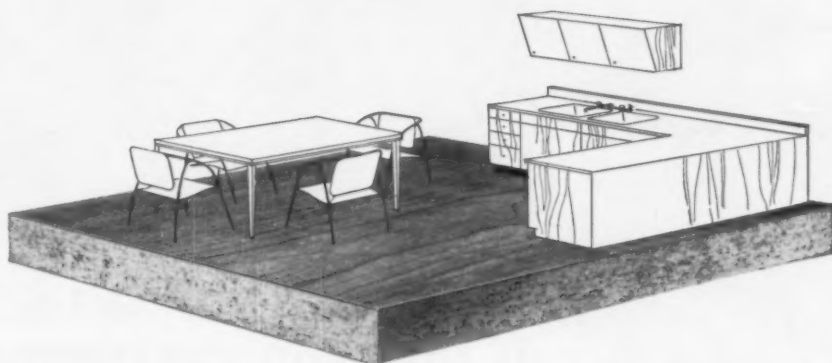
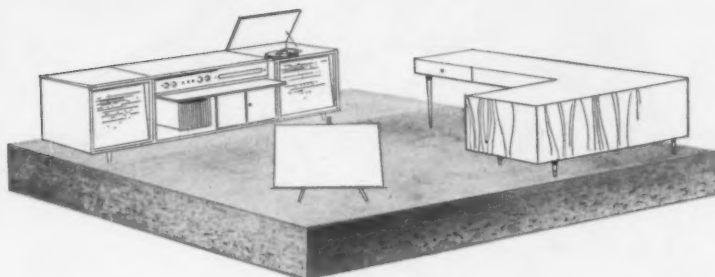
Shelving

Wardrobes

Sliding doors

Store fixtures
and displays

Regular or
Filled Timblend
(for painting)
also available



FREE!

Roddie Plywood Corporation • Marshfield, Wisconsin • Dept. AB-559

Please rush free sample of Veneered Timblend and brochure: "Working with Veneered Timblend"

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

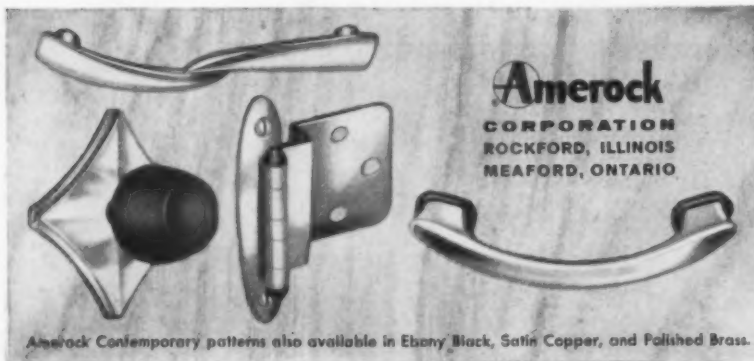
STATE _____



*the lady goes for eye appeal
..... at eye level!*

She's style-conscious . . . that's why she goes for Amerock's Contemporary cabinet hardware in warm Satin Chromium finish. Matching the new trend in door hardware and aluminum trim, Satin Chromium by Amerock gives you the latest in style and the best in durability. Specify Amerock—the quality name in cabinet hardware she knows best. "Contemporary," "Colonial," and "Modern" patterns to suit every taste. Amerock Contemporary pulls start at 39¢ retail.

See your Amerock Hardware Supplier or write Dept. AB95.



NEW PRODUCTS



Controls home heating

Heating control system modulates a burner control valve completely by electronic means. Wall temperature control contains a sensing element which signals the system to raise or lower burner flame to meet exact heating requirements. Maxitrol Co., Dept. AB, 12200 Beech Rd., Detroit 39, Mich.

Circle No. W8 on reply card, p. 142



Unit is kitchen space saver

This refrigerator not only saves space, but it offers table-top working space. Unit provides 5 cu. ft. of cold storage, freezing space for 126 ice cubes or 20 lbs. of food. It can be installed under-the-counter, built-in, or made mobile with casters. Glascock Bros. Mfg. Co., Dept. AB, Muncie, Ind.

Circle No. W9 on reply card, p. 142



Knee wall comes prefab

An open porch or patio can be enclosed in record time using new prefab aluminum knee wall. Knee wall is cut to size, and components are simply fitted to doors and windows. Units then lock for draft-free, permanent installation. Air Master Corp., Dept. AB, 20th & Allegheny Ave., Philadelphia, Pa.

Circle No. W10 on reply card, p. 142



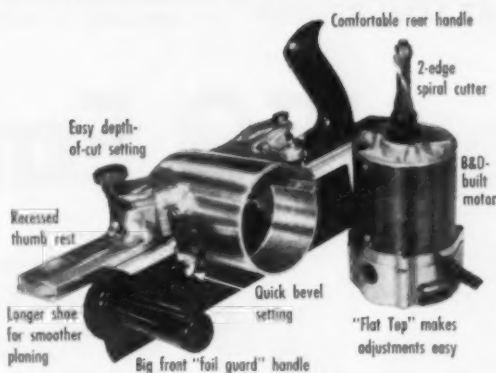
NEW BLACK & DECKER ROUTER-PLANE GIVES YOU COMPLETE CONTROL IN THE WOOD

The new Black & Decker Router-Plane is both a $\frac{1}{4}$ horsepower Router and a Power Plane!

As a plane, it gives you perfect balance, fast and accurate cutting, easy-to-use depth and bevel adjustments. Notice how that extra-length shoe gives you greater accuracy in starting cuts. Notice how the motor is balanced midway between the hands for level operation. Notice how the longer front handle and thumb rest put you in control of the job at all times. Quickly adapted to $\frac{1}{4}$ H.P. Router (see below).

You'll find the powerful B&D-built motor in this Router-Plane handles continuous-duty operation even on the toughest jobs. Complete Kit includes router motor, plane attachment, and router base in sturdy metal carrying case. Ask your B&D supplier about it.

If you already own a B&D Router, you can buy the plane attachment separately.



Black & Decker®

World's Largest Maker of Electric Tools

Towson 4, Md.

BLACK & DECKER $\frac{1}{4}$ HP HEAVY-DUTY ROUTER

One of the lightest, most compact routers on the market! The simplest micrometer depth adjustment, specially-designed handles, exclusive "flat top" and other features make the B&D Router the builders' best buy!



THE BLACK & DECKER MFG. CO., Dept. H-105, Towson 4, Md.

- ☐ Please send complete descriptive literature on new Black & Decker Router-Plane
- ☐ Enclosed find 50c for B&D Router Manual

Name.....

Address.....

City.....Zone.....State.....

Now! CERTIFIED



**GREATER ECONOMY
AT LOW SPEEDS**

Tests showed that, driving at 30 mph, Ford Pickup Sixes had an average gas-mileage advantage of 20.2% over all other makes



**GREATER ECONOMY
AT SUSTAINED SPEED**

'59 Fords average

Beat average mileage of the other leading pickup makes by 25.2% in Economy Showdown U.S.A. All tests made by independent research engineers...and certified!

All tests
conducted and results
CERTIFIED
by America's foremost
independent automotive
research organization*

*NAME AVAILABLE ON REQUEST.

Send inquiry to: P. O. Box 3667
Ford Division, Ford Motor Company
Detroit 31, Michigan

● Here at last is certified proof of the differences in gas mileage between six-cylinder pickups...evidence that you can use to save hundreds of gallons of gas each year!

It was compiled by America's foremost independent automotive research firm after testing 1959 six-cylinder ½-ton pickups of the six leading makes. All trucks were bought from dealers—just as you would.

The tests paralleled every kind of

driving—high speeds and low, open highways and city traffic, even door-to-door delivery. And in every test, '59 Ford Sixes delivered more miles per gallon than any other make. Here are the actual percentages:

'59 Ford Pickup Sixes gave

42.6% better mileage than make "D"
31.1% better mileage than make "I"
25.2% better mileage than make "C"
22.0% better mileage than make "S"
9.6% better mileage than make "G"

Now during **DIVIDEND DAYS** at your

Ford Dealers—**Go FORD-WARD for Savings**

FORD

AMERICAN BUILDER

PROOF of fuel economy



held its edge at higher speeds, At 45 mph, for instance, Ford's edge advantage was 20.0%

**GREATER ECONOMY
IN CITY TRAFFIC**

In city driving—which comes closest to matching average driving conditions—Ford's edge was a whopping 42%

5.2% over other makes

taken together, Ford got 25.2% more miles per gallon than the average of all other leading pickups!

The complete results of the entire Economy Showdown have been gathered in a special free booklet, "New Facts About Gas Economy." In it you will see, for example, that all trucks gain their best mileage at 30 mph... get about 40% less mileage at 60 mph, and pay a tremendous premium in stop-go work. You'll see the standing of each make in every test. You'll learn the best time to trade your old truck for maximum dollar saving. And you'll see just how much a new Ford saves in gas—an average rate of 129 gallons a year

(10,000 miles) over the other makes!

What's the secret of Ford's economy? It's quite simple, really. First, of all pickup sixes, only the Ford Six has a modern Short Stroke engine. This more efficient design reduces engine friction and thus requires less fuel. Second, to this modern engine, Ford has added a new economy carburetor... by metering fuel more precisely in both high and low speed ranges, it boosts gas mileage in every type of driving! And you get this Ford Six *standard*... no extra cost.

If you'd like to pocket the *Certified* savings of a real worker—a truck that will save from the day you drive it home—see your Ford Dealer!

TRUCKS COST LESS

less to own... less to run... last longer, too!

FREE!

12-PAGE BOOKLET...
GIVES ALL FIGURES AND
FACTS FROM ECONOMY
SHOWDOWN U.S.A.

MAIL COUPON TODAY!



Ford Motor Co.
Box 2687, Dept. C,
Detroit 31, Mich.

Please send me... without obligation...
"New Facts About Gas Economy."

Name _____

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City _____

Zone _____ State _____



BRICK... is a magic merchandising material that can *help you sell!*

**Smart home buyers ... like smart home builders
understand the proven values in beautiful brick!**

The Surveys prove it... Buyers want BRICK HOMES, 2 to 1 over a second choice! They want BRICK's sturdy construction, fire safety, freedom from maintenance, rich texture and color, and all season security.

Brick is more than a mere construction material. It can also be a powerful selling material so why not let it work for you.

For prestige exteriors and smart interiors... whether modern or traditional, low cost or luxury... to sell homes quick build with brick.



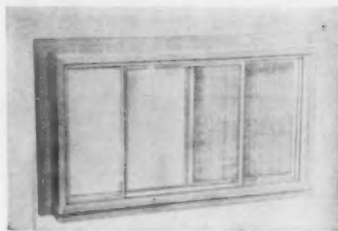
NEW full color IDEA BOOK
"MERCHANDISING MAGIC WITH BRICK"*
Tells how you can sell houses FASTER!

Your brick supplier has some excellent merchandising ideas and materials that will help make your homes more saleable. Call him today and ask for a copy of the new booklet, "Merchandising Magic with Brick"

*Winner of Exceptional Merit Award—
1958 Ideas for Homebuilders Contest.

Structural Clay Products Institute
1520 18th Street, N. W., Washington 6, D. C.

NEW PRODUCTS



Sliding window is plastic

Sliding vent window made of plastic is economically priced. It is suited to both residential and commercial installation. Offers noiseless and effortless operation, freedom from maintenance, and elimination of condensation. Variety of sizes. Plyco Corp., Dept. AB, 54 American Ave., Elkart Lake, Wisc.

Circle No. W11 on reply card, p. 142



Roof by "pushbutton"

Roofing by pushbutton action with Model "OW" Spotnailer reduces roofing costs, eliminates worker fatigue, and improves team work. It loads easily with 1"-wide heavy-duty galvanized staples. Special bracket guides placement of the shingles. Spotnails, Inc., Dept. AB, 1527 Lyons St., Evanston, Ill.

Circle No. W12 on reply card, p. 142

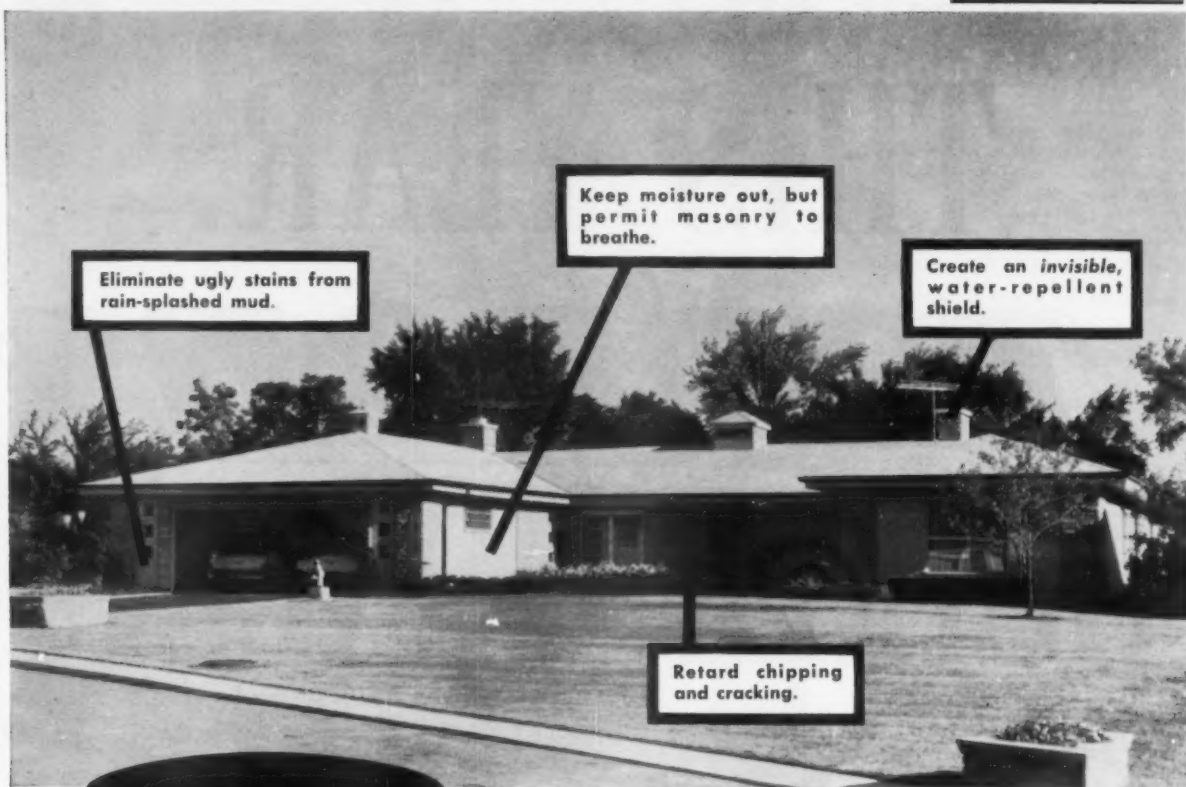


New sizes for backhoes

Backhoes by Ford are now available in 10', 12', and 14' sizes. They feature fast precision digging due to design, long reach, and high bucket capacities. These backhoes can be removed easily from tractor by one man in minutes. Ford Tractor, Dept. AB, Birmingham, Mich.

Circle No. W13 on reply card, p. 142

G-E silicones help new houses look better, sell sooner



Masonry water repellents made with General Electric silicones are quick and easy to apply. They penetrate *deep* into the capillary pores of masonry, forming an invisible water-repellent shield. This eliminates those ugly stains caused by rain-splashed mud or by dust and dirt on the masonry surface. Rain runs right off, carrying dirt with it.

But that's just the beginning! Silicone water repellents help prevent surface salt deposits; retard chipping and cracking; minimize water penetration and resulting freeze-thaw damage. They keep moisture *out*, yet permit masonry to breathe—thus protecting interior surfaces against peeling and flaking.

A recent survey shows that home buyers expect to pay far more for this protection than the actual cost to you. Find out more about G-E silicones and what they can do for your new homes—in appearance, protection and *sales*! Mail the coupon today.

General Electric does not make a water repellent but does manufacture basic silicone ingredients for the finished product. Water repellents made with General Electric silicones are available from leading manufacturers.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

**General Electric Company, Silicone Products Department,
Section M455, Waterford, N. Y.**

Please send me all the facts on the application and performance of masonry water repellents made with G-E silicones, and a list of suppliers.

☐ For immediate application

☐ For reference only

Name

Company

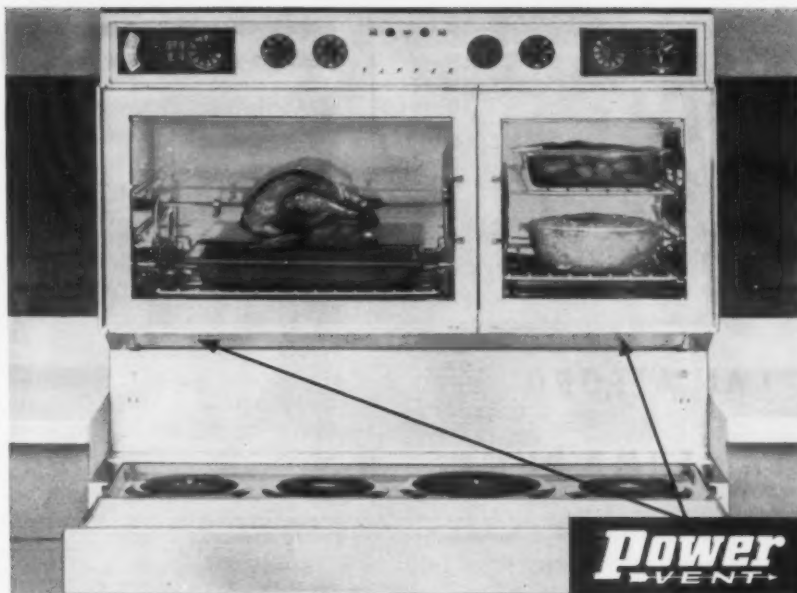
Address

City Zone State

Last year: Tappan outsold all other built-ins!

THIS YEAR:
TAPPAN
BUILT-IN SALES
38% AHEAD
OF LAST YEAR!

and here's why...



new ideas like

TAPPAN'S 'FABULOUS 400'

—the most daring, most exciting electric range in 30 years. Certainly the **FIRST** range you can use as a real traffic-builder in your model home.

- Easiest built-in to install—all in one unit only 40 inches wide!
- Two built-in power vents eliminate all venting problems.
- Hangs on wall or put it on its own base cabinet.
- Two ovens at reach-in height, all controls at eye-level, surface units hide away when not in use.

new styling in all

1959 TAPPAN BUILT-INS

—the best-looking, best cooking gas and electric built-ins you've ever had to dress-up your kitchens, sell your houses!

- New wide spanning doors with slimmer, trimmer handles.
- New Constellation control panel—beautifully illuminated, gold-tinted glass.
- Completely interchangeable gas and electric ovens and surface units. Same size cut-outs fit both without extra carpentry.
- Choice of color-matched ovens and surface units in Yellow, Pink, Turquoise, White, Lusterloy and Copperloy.



New Ideas! New Styling!
Famous Name! Big National Advertising!
You have so much more working for you
*when you specify **TAPPAN***

Get all the information you need today.

MAIL THIS COUPON
for complete information on Tappan built-ins



THE TAPPAN COMPANY
Box AB-59, Mansfield, Ohio

Please send complete information on the following:

- ☐ Tappan 'Fabulous 400'
☐ Tappan Gas and Electric Built-Ins
☐ Tappan Refrigerator-Freezer
☐ Tappan Electronic Range
☐ Tappan's New Builder Merchandising Plan

I am a ☐ Builder ☐ Re-Modeler

Name _____

Address _____

City _____ Zone _____ State _____



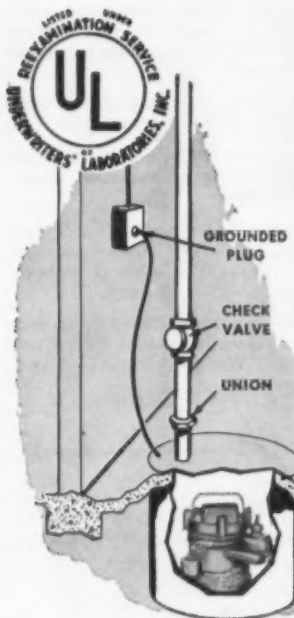
ONLY
the Rich.

CAN AFFORD
A
CHEAP SUMP PUMP

A cheap sump pump means more servicing, more call backs, more customer dissatisfaction and its short life means early replacement. Only a **RICH CONTRACTOR** and a **RICH CUSTOMER** can afford to install a cheap pump.

YOU WANT A **WEIL** SUBMERSIBLE
SUMP PUMP

because



- 1 **IT IS SAFE.** The complete unit is Underwriters Laboratories, Inc. tested and approved. Your guarantee of a **SAFE INSTALLATION.**
- 2 **IT IS QUIET.** Operation is in the pit, below floor level. (See diagram.) No radio interference from its heavy duty motor either.
- 3 **IT IS CLEAN.** The pump is submerged and the sump cover sealed. **NO DIRT, NO ODORS.**
- 4 **LOW MAINTENANCE COST.** The factory sealed and permanently lubricated unit, all ball bearing, $\frac{1}{2}$ H.P. Capacitor motor with overload protection assures long, trouble-free life.
- 5 **GUARANTEED FOR ONE YEAR.** A real guarantee with prompt action. A defective pump can be taken to the jobber for immediate attention.
- 6 **DEPENDABILITY.** The Weil SUBMERSIBLE SUMP PUMP is the product of thirty years of pump engineering and testing. The Weil Pump Company has pioneered in the development of submersible sump pumps. You can depend upon this pump.

SEND FOR FREE BOOKLET,
"The Truth About Sump Pumps."

make it - **ANOTHER HIDDEN VALUE** in your construction.

weil **PUMP COMPANY**

1510B No. Fremont St.
Chicago 22, Ill.

NEW PRODUCTS



Wall plates decorate

Multiple wiring-device installations can be decorative. Interesting wall-plate line offers frames in ivory or brown plastic; textured metal inserts; and clear plastic inserts to be backed with wallpaper, fabric, or paint. General Electric, Dept. AB, 95 Hathaway St., Providence, R.I.

Circle No. W14 on reply card, p. 142



This ceiling safeguards

Duo-purpose ceiling tile serves as fire-protective membrane for the floor above, and also as attractive, sound-absorbent interior finish for room below. Resists flame and heat transmission. Unique edge locks each tile with next as shown. Complete details from Armstrong, Dept. AB, Lancaster, Pa. (See also p. 218.)

Circle No. W15 on reply card, p. 142

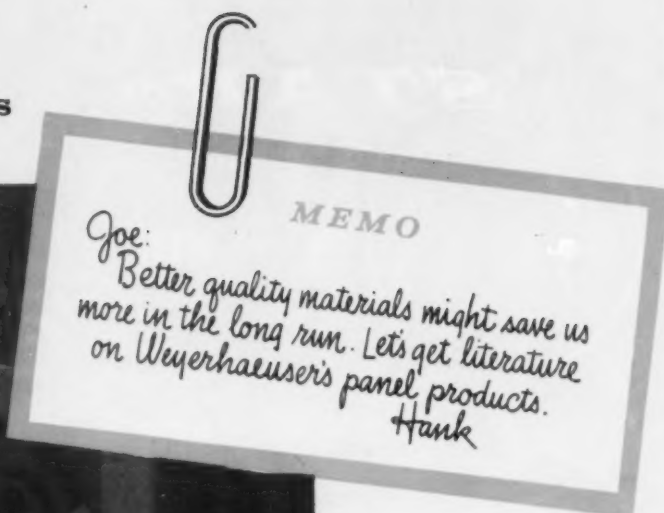
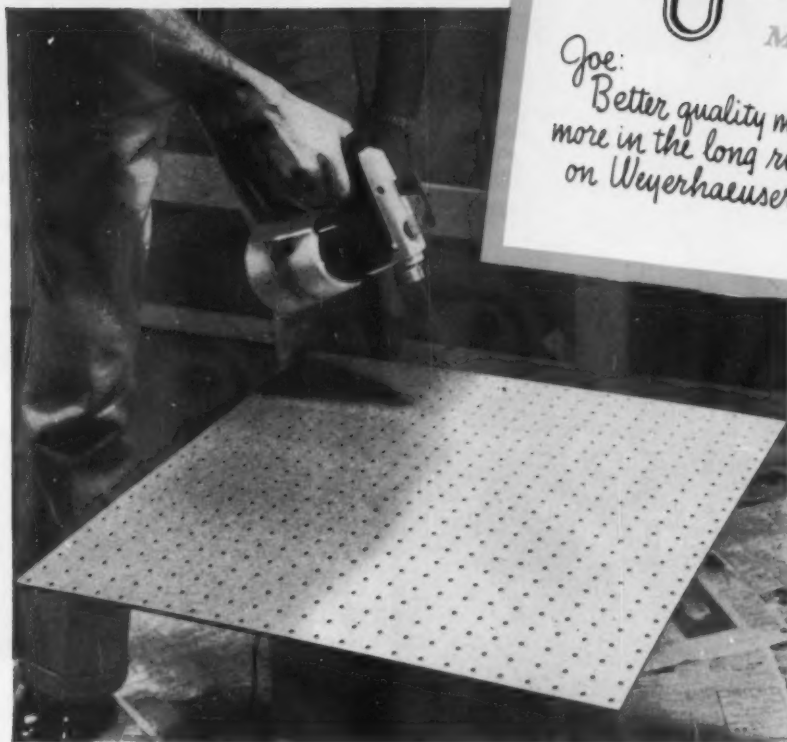


Vent installs fast

Fully adjustable rafter vent can be installed in seconds. Designed for homes with unenclosed eaves, this vent of Alcoa Aluminum is strong, durable, maintenance-free. Comes in two styles for 16" or 24" o.c. rafter spacing. Aluma Kraft Mfg. Co., Dept. AB, 1330 N. Rock Hill Rd., St. Louis 17, Mo.

Circle No. W16 on reply card, p. 142

Weyerhaeuser
Silvatek Panel Products
 do these jobs better...



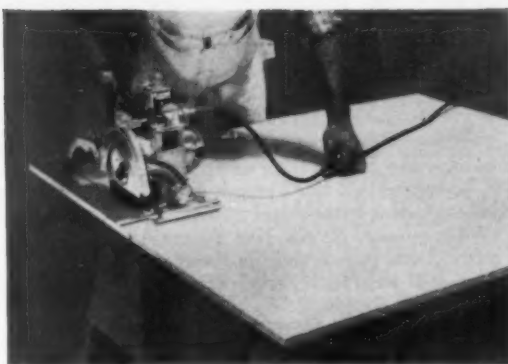
➤ **WEYTEX** hardboard paints with dollar-saving speed and ease. Builders like the way its smooth, light-colored surface finishes with less paint absorption—and the advantage of no pre-sanding or sealing in most applications. Enamels, rubber base and water emulsion paints cover evenly...or Weytex can be attractively finished natural with clear lacquer or varnish.

Nowhere are performance and economy more important than in the construction field.

Realizing this, Weyerhaeuser is manufacturing panel products of unexcelled quality at cost-saving prices.

Behind each are years of production perfection, constant improvements and practical job testing. To assure our products continue to meet rigid standards, every panel is subjected to a system of close inspection and grading—your guarantee of dependable performance in job after job.

Be sure to specify Weyerhaeuser, when you order hardboards or particle boards.



➤ **VERSABORD** is a precision-made particle board for "trouble-free" floor underlayment. Panels cut clean without splintering or chipping. Edges retain inherent panel strength and will not flake out. Tools stay sharper longer as Versabord has no abrasives. Grainless, uniform in density and manufactured to a close caliper tolerance, Versabord is a superior underlayment material for tile, linoleum or carpeting.

Available are two informative brochures on Weytex and Versabord. For your copies, see your lumber dealer or write:

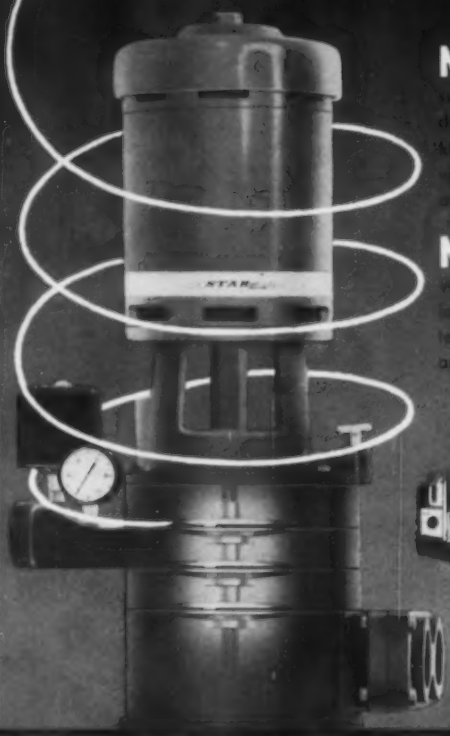


Weyerhaeuser Timber Company
 Silvatek Products Division • Tacoma, Washington

FROM THE ORIGINATORS OF JET PUMPS

STAR line

HIGH PRESSURE, MULTI-STAGE WATER SYSTEMS



NEW

For use in homes, schools, hospitals, hotels, homes, etc., other labor-saving devices requiring greater than average water pressure.

NEW

Greater Volumes of Water to satisfy today's ever increasing uses for running water under pressure in the home and on the farm.



Now for no more money...

MORE WATER WITH HIGHER PRESSURES!

Now from the originators of jet pumps comes the new STAR line... latest triumph of Jacuzzi Bros.' engineering leadership. It's a completely new line including five separate series. Most important—every STAR line pump is MULTI-STAGE to provide more water at higher pressures. What's more, STAR line pumps have fewer parts... new engineering improvements... all at the cost of an ordinary single stage pump!

★ **FOR DEEP WELLS** ... self-priming jet systems for lifts to 400 feet.

★ **FOR SHALLOW WELLS** ... self-priming jet systems for lifts to 25 feet.

★ **SUBMERSIBLE PUMPS**, too ... for 4, 6 & 8 inch diameter wells and larger.



UNIVERSAL

STAR line PUMPS and WATER SYSTEMS

Now available through Jacuzzi and Universal pump dealers coast to coast. There's one near you. See him for an estimate on your next job.

Factory branches in major cities nationwide.
CANADIAN FACTORY: Jacuzzi Universal (Canada) Ltd., Box 514, Toronto, Ontario.

GET THE FACTS!

JACUZZI BROS. INC.

4100 Bayless Ave., St. Louis 23, Mo. or
Jacuzzi Ave., Richmond, Calif.

— Send new 8-page factual bulletin on STAR line water systems.

— Send data on new portable pumps for contractors.

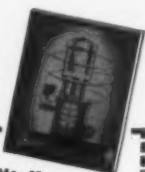
— Have local dealer call me.

Name _____

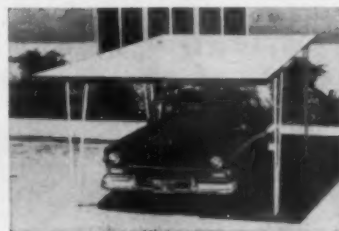
Phone _____

Firm _____

Address _____



NEW PRODUCTS



Here's a packaged carport

Low-priced aluminum carport comes out of a package. All-purpose shelter package looks equally well as a covered patio. Unit, 10' x 20', features 6"-wide interlocking panels which slide together to form weather-tight roof. Bridgeport Brass Co., Dept. AB, 405 Lexington Ave., N.Y. 17, N.Y.

Circle No. W17 on reply card, p. 142



Tub "sinks" in the corner

Latest addition to the "sunken" recess tub line is this 5-ft. corner model. Of enameled cast-iron construction, comes in right-, or left-hand models. Designed for comfort, it features easy entry and exit plus plenty of bathing space. Ingersoll-Humphries Div., Borg-Warner, Dept. AB, Mansfield, Ohio.

Circle No. W18 on reply card, p. 142



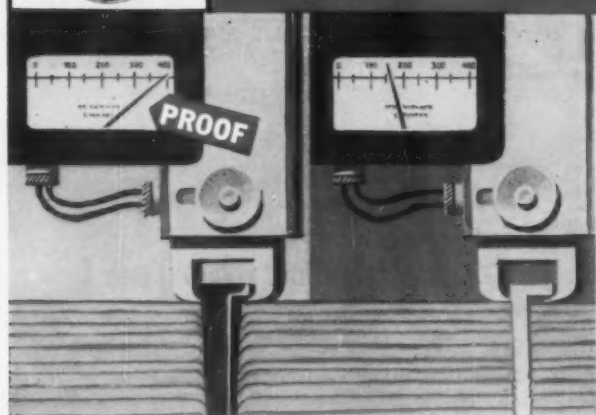
Plastic cuts costs

Plastic pipe saves in both installation and maintenance costs. One man can install piping in a 90-ft. well in 15 minutes using this pipe. It's lightweight, flexible, yet tough and extremely durable. Comes in lengths up to 300 ft. Orangeburg Mfg. Co., Dept. AB, 375 Park Ave., N.Y. 22, N.Y.

Circle No. W19 on reply card, p. 142



L-HEAD CUT NAILS BY WHEELING



...hold 2½ times stronger

Scientific tests show it takes an average of 395 pounds to pull Wheeling L-Head Cut Flooring Nails from yellow pine. On the other hand, machine-driven cleats pulled out after only 154 pounds pressure. Wheeling Cut Flooring Nails have more than twice the holding power!

...greatly reduce splitting!

Unlike other nails, Wheeling Cut Nails do not split flooring. They cut wood fibers instead of spreading them. Then the fibers act like fish hooks to hold nails tight and secure. Ask your Wheeling representative for details. Or write Wheeling Corrugating Company, Wheeling, W. Va.

WHEELING CORRUGATING COMPANY • IT'S WHEELING STEEL! Warehouses: Boston, Buffalo, Chicago, Columbus, Detroit, Kansas City, Louisville, Minneapolis, New Orleans, New York, Philadelphia, Richmond, St. Louis. Sales Offices: Atlanta, Houston

SERVICE FOR YOUR B&D TOOLS



For genuine Black & Decker repairs check Yellow Pages under "Tools-Electric" for address of nearby Black & Decker

FACTORY SERVICE BRANCH

Free tool inspection when requested • Genuine B&D parts used • Factory-trained technicians handle all work • Standard B&D Guarantee at completion of recommended repairs • Fast service at reasonable cost.

Or write for address of nearest of 48 branches to:
THE BLACK & DECKER MFG. CO., Dept. S4205, Towson 4, Md.



More Sales with **ilco** Sills

For that *extra* sales appeal use Indiana Limestone, a natural stone, properly fabricated to aid builders in rapid construction. With ilco sills and veneer, maintenance is eliminated. Property value is increased. Natural stone beauty and distinction are there for the life of the home. Look into ilco sales advantages today.

INDIANA LIMESTONE COMPANY, INC.
AB559, BEDFORD, INDIANA

Send me the full story of Indiana Limestone Veneer

NAME _____

FIRM _____

ADDRESS _____

CITY & ZONE _____ STATE _____



American Builder Award
FIRST GRAND PRIZE
 \$16,000—\$40,000 category:
 Gerholz Community Homes, Inc.
 Flint, Mich.

Why Robt. P. Gerholz put *Thermopane*® in every window of this \$23,950 prize winning house!

"There are three things my customers look for when buying a house—comfort, attractiveness and economy," says Robert Gerholz (NAHB Past President).

"With *Thermopane* insulating glass in the windows, we can offer all three. A house that's warmer in winter, less expensive to heat . . . cooler in summer, less expensive to air condition. And for folks who want a colonial effect, I use removable muntins that fit over the outside of *Thermopane* units. Washing windows and painting muntins are thus simplified.

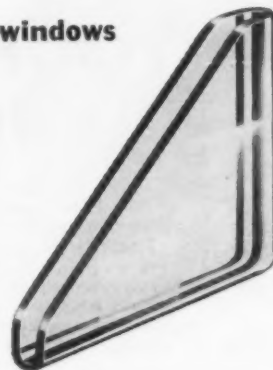
"House shoppers seem to know about *Thermopane* (after all, it's been nationally advertised for 16 years), and are delighted to find it in our homes. We make sure they do find it: our salesmen point it out *always*. Believe me, it pays."

If you want to take advantage of the best-known name in insulating glass, put it in your windows and sliding doors. We will supply you with merchandising materials. Just phone your local L·O·F distributor or dealer (listed under "Glass" in the Yellow Pages), or write Dept. 359, Libbey: Owens-Ford, 608 Madison Ave., Toledo 3, Ohio.



Now, put *Thermopane* in all of the windows

Two kinds of *Thermopane* make it practical: *Thermopane* with *Bondermetic Seal*® for picture windows, window walls and sliding doors. *GlasSeal*® *Thermopane* for double hung, casement, awning—many types of opening windows may be bought ready-glazed with *GlasSeal*.



Thermopane
 INSULATING GLASS

Made in the U. S. A. by LIBBEY • OWENS • FORD only
 Toledo 3, Ohio



"We always point out the Thermopane windows. We used only Thermopane windows in our 1958 Grand National Award Winner. We also used Thermopane windows throughout all of our other Westgate Park homes."
—Robert P. Gerholz



Nicholas R., Steven W. and Michael T. Frederics (left to right) at a recent Frederics-built housing development.

"Yellow Pages advertising brought us a \$25,000 custom home job,"

says Michael T. Frederics, Pres., M. T. Frederics & Co., Denver, Colorado.

"Getting a \$25,000 job through the Yellow Pages is certainly proof our Yellow Pages advertising is a good investment. When a prospective home builder is looking for a contractor, it seems logical to us that he will turn to the Yellow Pages.

"We depend on the Yellow Pages to find sources of supplies, too. Right here in our office, we locate subcontractors and new wholesale suppliers without going further than our telephone—thanks to the Yellow Pages."



FREDERICS Brothers
CONSTRUCTION CO.

• Double Masonry Brick Homes • Genuine Plastered Walls
• F.M.A. & G.I. FINANCING
RESIDENTIAL & COMMERCIAL

LOOK AT OTHER HOMES FIRST - THEN SEE OUR HOMES
& YOU WILL IMMEDIATELY SEE THE DIFFERENCE

WE 5-4611 M.T. WE 5-4611

FREDERICS
& CO.

Real Estate

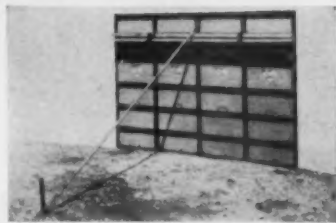
3185 South Sheridan Blvd.

The Yellow Pages is a shopping guide to home builders and remodeling buyers in your community. Build an **AWHERENESS** for your business—all year long. Call the Yellow Pages man at your local Bell telephone office. He'll make your Yellow Pages advertising *action* advertising.

THIS YELLOW PAGES display ad under both **CONTRACTORS** and **REAL ESTATE** helps the Frederics Co. get new jobs—all year long!

Nothing builds business like **AWHERENESS**—and nothing builds **AWHERENESS** like the Yellow Pages—the buying guide that tells people WHERE to buy.

NEW PRODUCTS



Reusable brace adjusts

Steel form brace is designed so that it can easily be adjusted by one man atop the forms, or by the crew on the ground. Becomes a more economical, versatile tool used with brace extension. Both can be reused indefinitely. Symons Clamp & Mfg. Co., Dept. AB, 4249 W. Diversey Ave., Chicago 39, Ill.

Circle No. W20 on reply card, p. 142



Mirrors help remodel rooms

Decorative mirrors such as this sliding mirror-door (above) add a functional yet luxury touch to a room. Pocket-type sliding door is framed in gold anodized aluminum. It operates smoothly and quietly on nylon rollers. Carolina Mirror Corp., Dept. AB, North Wilkesboro, N.C.

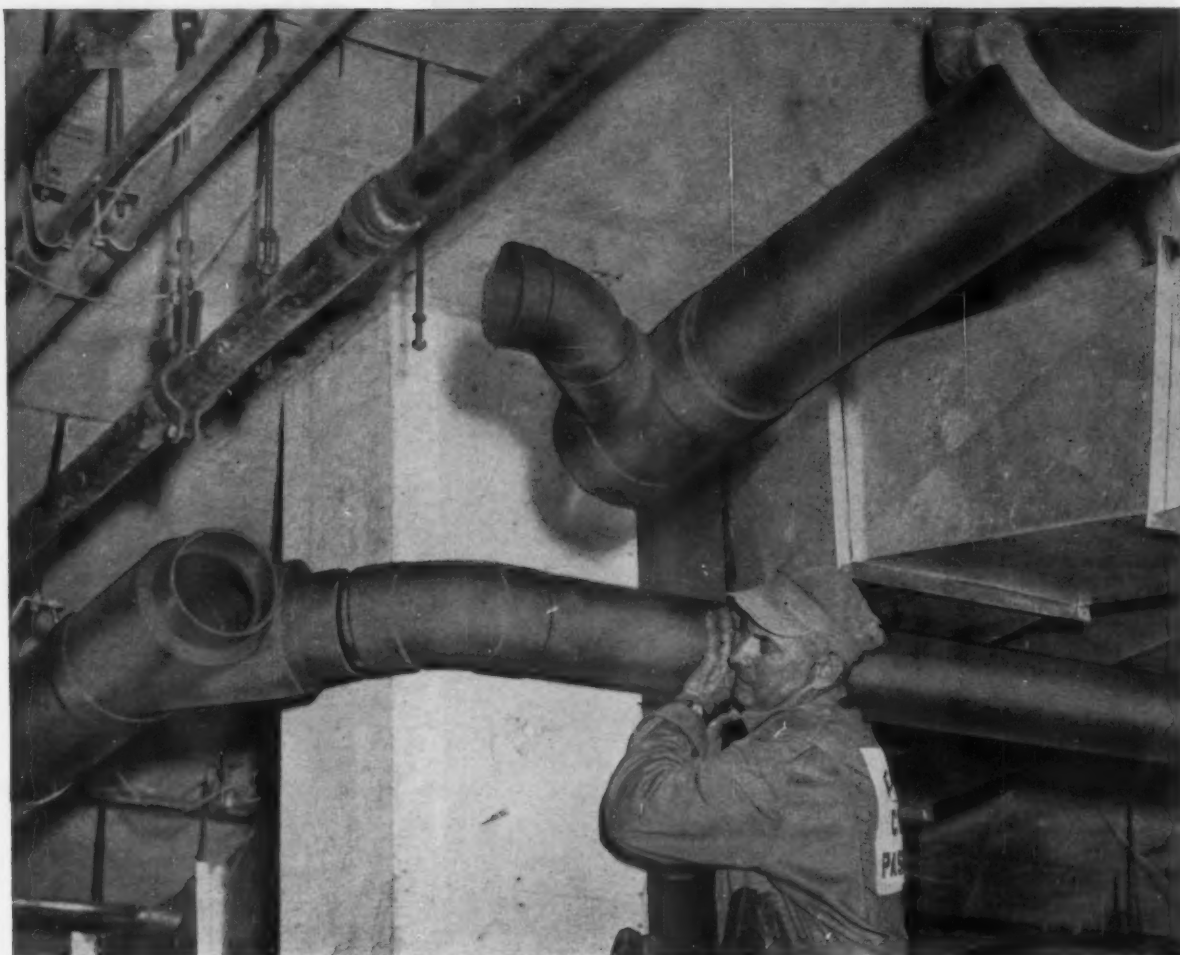
Circle No. W21 on reply card, p. 142



Window gives full view

Full visibility is a reality with this double awning-type window. No center partition blocks the view. Town & Country model also provides 100% ventilation when top and bottom sashes are open. Operates without effort. Is economical to install. Malta Mfg. Co., Dept. AB, Malta, Ohio.

Circle No. W22 on reply card, p. 142



LIGHTWEIGHT COPPER TUBE IS EASY TO INSTALL. Only *one fourth* the weight of ferrous materials—one man lifted and connected this long length of 6-inch copper drainage tube. Overhead work is easier with Anaconda copper tube—no heavy equipment for threading or caulking. In close quarters, copper tube and solder-joint fittings make light work out of tight work. Use this lightweight modern drainage tube—Anaconda copper tube—for your next drainage installation. For more information on copper tube, write: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ont.

ANACONDA® COPPER TUBE AND FITTINGS for soil, waste and vent lines
Available through plumbing wholesalers. Products of The American Brass Company



Longer Lengths—Fewer Joints



Preassembly—Saves Time



Lightweight Copper—Easier Installation



Compact Connections—Save Space





Get the **SOLID POWER** of a Remington drill

Chips fly when Remington power tools bite into steel. They're tough to wear out, too, because of the solid way Remington builds them. Remington manufactures a broad and versatile line. In drills alone, choose from 21 electric-powered or 11 air-powered models. Each is serviced for parts or repairs from a nationwide network of Remington Service Stations. It makes sense any way you look at it to specify Remington for all your portable power tool needs. Mail coupon for free descriptive catalogs—there's no obligation.

CHOOSE THE POWER MOST
EFFICIENT FOR YOU. REMINGTON
POWER TOOLS ARE AVAILABLE IN
AIR • ELECTRIC • GASOLINE
AND POWDER-ACTUATED
MODELS

Remington

Remington Arms Company, Inc., Bridgeport 2, Conn.
IN CANADA: Remington Arms of Canada, Limited,
36 Queen Elizabeth Blvd., Toronto 18, Ont.



----- FREE POWER TOOL CATALOGS -----

Remington Arms Company, Inc., Bridgeport 2, Conn.

AB-5

Please send—without obligation—catalogs on Remington Contractor & Industrial Tools checked below:

☐ Stud Drivers ☐ Air Tools ☐ Chain Saws ☐ Concrete Vibrators ☐ Electric Tools ☐ Flexible Shaft Machines

Name _____ Position _____

Company _____

Address _____

City _____ Zone _____ State _____

NEW PRODUCTS



Formplank works two ways

Wood fiber formplank gives acoustical values and eliminates the rough look in concrete construction. In 1" to 3" thicknesses, it's shored for slab pouring. After concrete is poured, and slab cured, only the shoring is removed. Formplank becomes an acoustical ceiling. Tectum Corp., Dept. AB, Newark, Ohio.

Circle No. W23 on reply card, p. 142



"Hidden Value" insulation

Self-extinguishing insulation has properties "built in" which suffocate fire in its initial stages. Meets state and municipal codes relating to fire-retardant qualities. "Uni-Crest" comes in slab, block, and sheet form, and in moldable basic beads. United Cork Cos., Dept. AB, Kearny, N.J.

Circle No. W24 on reply card, p. 142



Light diffusers come prefab

Plastic light diffusers are designed for fast, one-man installation. The lightweight diffusers of Bakelite rigid vinyl convert unshielded fluorescent fixtures to radiate even, glare-free light. New diffusers go right on over old fixtures. Data from Lam, Inc., Dept. AB, Wakefield, Mass.

Circle No. W25 on reply card, p. 142



"SURE, HE'S A FINE INCINERATOR...BUT
THE NEIGHBORS ARE COMPLAINING!"

PLAY IT SAFE...SPECIFY DONLEY INCINERATORS

Build safe, trouble-free Donley incinerators and cash in on the growing incinerator market! Now builders everywhere are installing profitable Donley Incinerators in apartments, schools, commercial, institutional and industrial buildings. Donley furnishes you with dependable safety burners and a complete line of reliable incinerator parts *plus* detailed blueprints and directions to help speed construction. Send today for information.

THE **Donley** BROTHERS COMPANY



The Donley Brothers Company

13910 Miles Ave., Cleveland 5, Ohio

- ☐ Please send the Donley Incinerator Catalog.
☐ Give me the name of my nearest Donley Dealer.

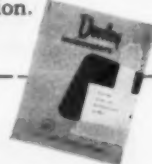
NAME.....

COMPANY.....

STREET.....

CITY.....ZONE.....STATE.....

8240-DB



Exclusive from the Oregon Mills of

HINES ALLWOOD SHAOBORD
Latest sculptured effect for modern wall treatments

HINES ALLWOOD PLAIN HEATHERBORD
Beautiful unpainted, has glossy natural finish

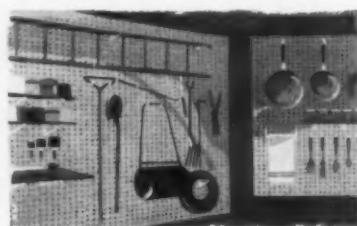
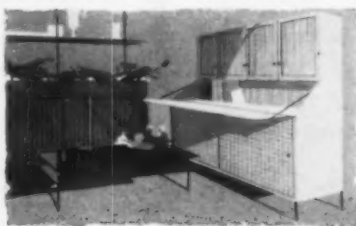
HINES ALLWOOD STRIBORD
One of the world's richest-looking wood surfaces

New ALLWOOD HARDBOARD

...and they cost barely more than ordinary hardboard!

Hines Allwood Hardboard decorative panellings offer builders new possibilities for adding customer appeal to building and remodeling projects at low cost. Choice of 10 decorator surfaces in a selection of sizes and thicknesses, standard or tempered. Hines Allwood Hardboard takes paint beautifully without sanding or filling.

Easy to work. Can't split, splinter or crack. Gives handsome effects not possible with any other material and costs less than many good wallpapers. Use it for panelling, built-ins, gable ends, storage walls. Send for free samples and see for yourself how handily these attractive materials can fit into your plans.



HINES

HINES ALLWOOD HEATHER PLANKBORD
That expensive custom-panelled appearance

HINES ALLWOOD SHOBORD
Handiest hardboard of all, now a classic decorator item

HINES ALLWOOD WEAVBORD
Fascinating embossing gives extra-fancy finish

DECORATIVE PANELLINGS!



Now—an engineered siding that's dimensionally stable
HINES ALLWOOD ALLWEATHER SIDING
Another Hines exclusive—tempered hardboard siding that's tightly laminated to a tough veneer cross-ply and a lumber core to combine the advantages of hardboard, plywood and solid wood. Minimizes expansion and contraction. Cuts both material and labor costs as much as 20%. Rabbeted lower edge makes it self-aligning. One man can put it up easily without wedges or furring strips. Standard 8' length cuts fast, 12" width gives greater coverage and attractive modern appearance. Takes less paint, holds it better. Resists abrasion and hammer dents. Won't split, sliver, check or buckle. Sealed against insects and decay. Sold nationally in protective package.



Just call or write the man from

HINES

Edward Hines Lumber Co.

Sawmills at Hines, Westfir, Dee & Bates, Oregon.
Other plants: plywood, Westfir; hardboard, Dee;
millwork, Baker & Hines, Oregon. Engineering &
Development Division: Hood River, Oregon.



Send
for
actual
samples
today

AB-5

Edward Hines Lumber Co., Special Products Dept.
200 S. Michigan Ave., Chicago 4, Ill.

Please send me complete information and samples of:

Name _____

Company _____

Address _____

City _____ State _____

☐ Hines Allwood
Allweather
Siding

☐ Hines Allwood
Hardboard
decorative
panellings

☐ Both new
products

the final touch to assure her
that she is buying
a quality home



Comes
 Complete
 With All
 Accessories
 Color-Matched

MODEL UC 2 Undercabinet Hood

Rangaire Range Hoods give your kitchen a look that sells

Put the sales-power of nationally advertised Rangaire kitchen range hoods into your next home. Rangaire gives you product quality that Mrs. Homebuyer actually sees, a selling feature that you can point to with confidence. Rangaire gives your home the final touch to assure her that she is buying a quality home—elegant styleline design, lustrous lifetime finish, aluminum foil filter and efficient exhaust unit to keep her new kitchen wonderfully fresh forever.

For complete information, visit your Rangaire dealer or write
 Roberts Manufacturing Company, Cleburne Texas. DEPT. F-5.

Rangaire
 KITCHEN RANGE HOODS

NEW PRODUCTS



Tool is a timesaver

This timesaver, a hinge mortiser, combines two cutting tools to give finished mortises for butt hinges. Designed for 3½" and 4" hinges, it works on all wood doors and handles jambs up to 8½". Sets hinges with perfect alignment. Dosch Mfg. Co., Dept. AB, Thornton, Pa.

Circle No. W26 on reply card, p. 142



Trencher detaches easily

Detachable new trencher frees the tractor for other jobs in minutes. It can be used with any wheel-type tractor, with a live power take-off, ASAE standard 3-point hitch. It digs ditches from 6" to 14" wide, and 4' deep. Deltec, Dept. AB, 185 Industrial Rd., Youngstown 9, Ohio.

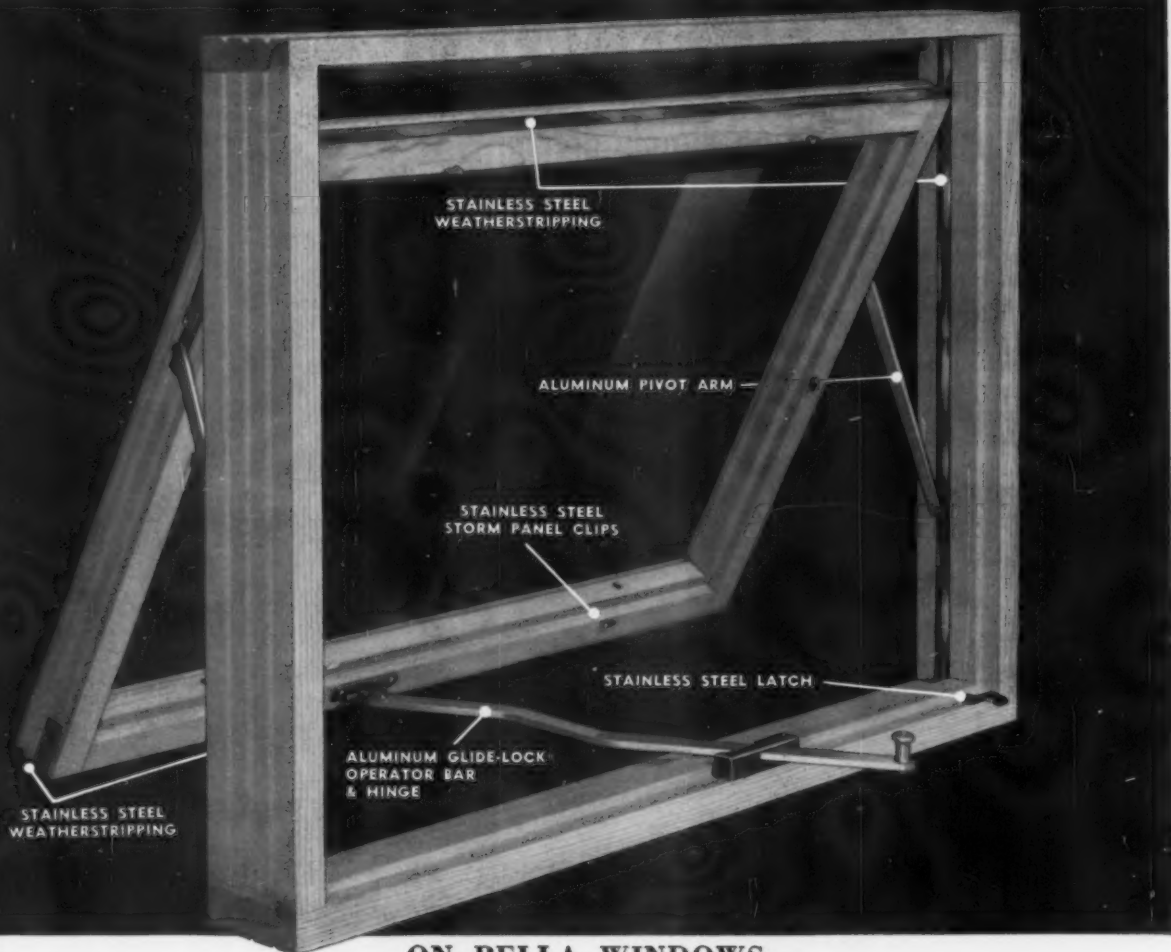
Circle No. W27 on reply card, p. 142



'59 kitchen is compact

This kitchen appliance wall takes only 12' of space. It combines two ovens, four surface units and griddle, two dishwashers, sink, food-waste disposer, refrigerator, freezer, five storage areas, and three pull-out countertops—all in one unit. Hotpoint, Dept. AB, 5600 W. Taylor St., Chicago 44, Ill.

Circle No. W28 on reply card, p. 142



ON PELLA WINDOWS

ALL HARDWARE IS ALUMINUM OR STAINLESS STEEL

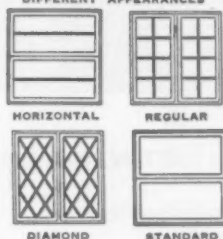
Successful builders are using this quality feature of PELLA M-P and TWINLITE WINDOWS to help them sell homes. They point out that PELLA hardware is carefully fashioned from durable metals that assure years of good looks and smooth, trouble-free operation.

Prospects are encouraged to see how easily a PELLA sash can be opened . . .

how it holds securely in 10 positions . . . how it tilts to almost 90° for easy cleaning of outside glass from the inside.

Convenient, quality-built PELLA WINDOWS provide a sales story that is *real news* to many a prospect. Put it to work for you. On your next jobs, call in the PELLA distributor. Consult your classified telephone directory . . . or mail coupon.

ONE WINDOW . . . FOUR DIFFERENT APPEARANCES



REMOVABLE MUNTIN BARS

Removable muntin bars *snap in, snap out* for easy cleaning. Available for all PELLA WINDOWS.

***** SEND COUPON TODAY *****

• **ROLSCREEN COMPANY**, Dept. KB-28, Pella, Iowa •
• Please send me literature on PELLA M-P and •
• TWINLITE WINDOWS. •

• NAME _____ •

• FIRM NAME _____ •

• ADDRESS _____ •

• CITY & ZONE _____ STATE _____ •



On time on **FIRESTONES!**

They cut costs on building supply deliveries

Whether you operate one truck or twenty trucks, count on Firestone Rubber-X, the longest wearing rubber ever used in Firestone truck tires. It's yours with every Firestone, for extra trouble-free deliveries and lower truck tire costs.

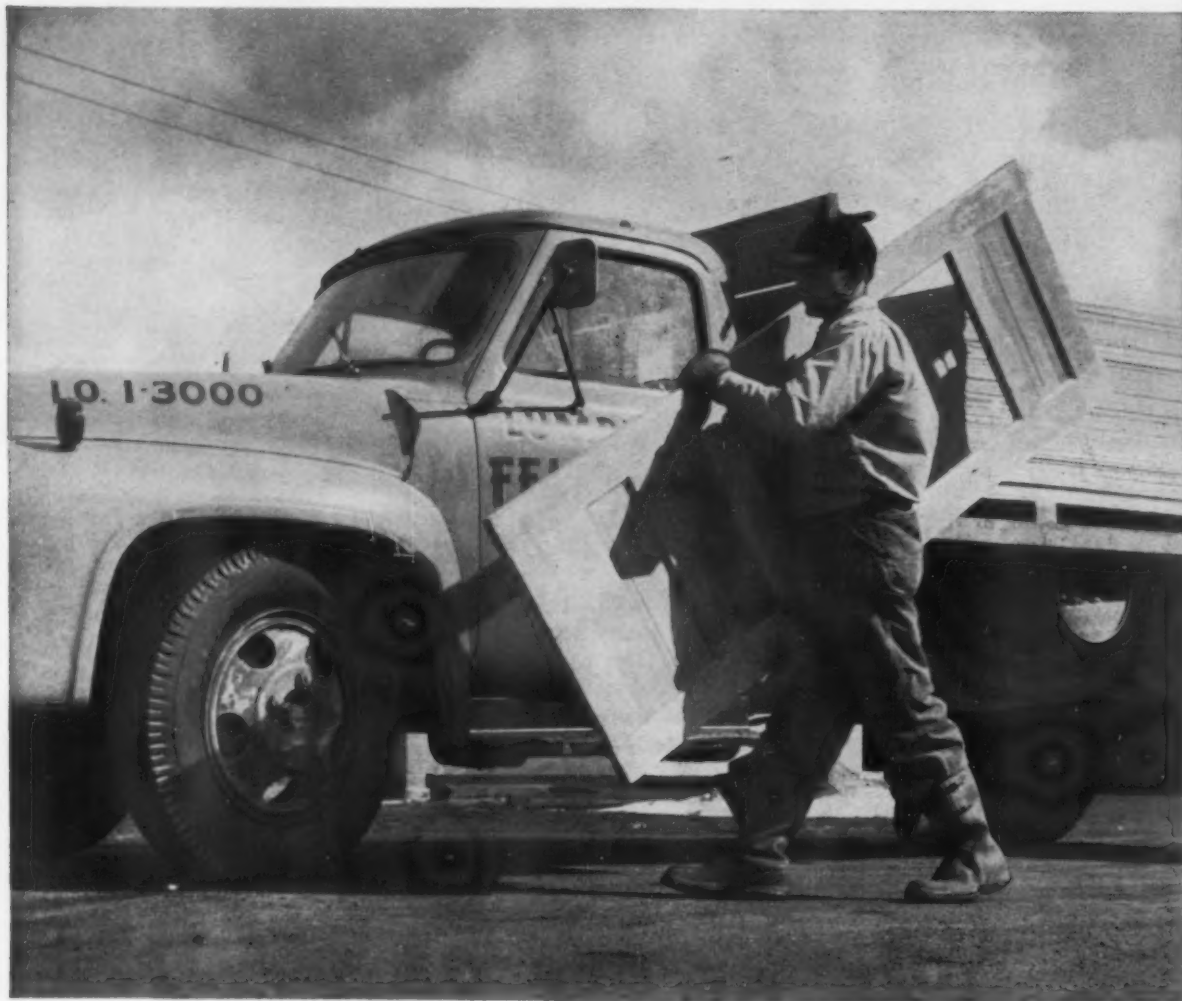
And along with new long-wearing tire rubber, all Firestones bring you Firestone S/F (Shock-Fortified) cord for still more stamina and dependability. No wonder more and more truck owners like yourself find it good business, always, to buy Firestones when replacing old tires—and to specify Firestones on all new trucks. Ask about them today at your nearby Firestone Dealer or Store—your headquarters for fast, reliable service!



TRANSPORT®

SUPER ALL TRACTION®

*FIRESTONE T.M.



LOOK FOR NEW LOW COSTS PER MILE WITH LONG-WEARING FIRESTONE TRUCK TIRES

Enjoy the Voice of Firestone every Monday evening on ABC television

Copyright 1959, The Firestone Tire & Rubber Company

Firestone

BETTER RUBBER FROM START TO FINISH

AMERICAN BUILDER



cedar fans freshness into home design

Favorable first impressions are assured when you combine fresh design with quality merchandise. Certigroove cedar shakes give you the best of both. The deep-etched striations add interest to a wall and mask joints between shakes. Double-coursing with shakes creates bold shadow accents for home exteriors as well as superior insulation in all kinds of weather.

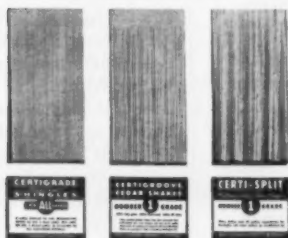
Available in a wide array of colors, applied under controlled factory conditions . . .

Certigroove cedar shakes answer your need for an exterior wall material with design versatility, low applied cost and enduring good taste.

RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Wash. • 550 Burrard Street, Vancouver 1, B. C.

For complete application details on Certigroove cedar shakes, see the current Sweet's Catalog . . . or send coupon . . .



Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

**NOW! Miter mishaps
gone for good!**



**Precision
Trimming Guaranteed**
with the amazing new

DOSCH Custom Cutter

Ragged, uneven, wasteful cutting jobs? Impossible! You always trim fast, sure, and razor-clean when you use the compact, portable DOSCH CUSTOM CUTTER. Oak? Pine? The durable tool-steel blades shear all woods easily. Angles? Anything from 40° through 90° Compare this with limited miter boxes! Versatility? Just look! All the fundamental cuts framing this advertisement—square cuts, miters, undercuts, chamfers, bevels, and rounds—are yours in seconds. Sanding or pulpy? Forget it! You automatically get a finish far smoother than the finest saw cut . . . and a perfect miter, too. Conclusion? Here is a basic tool that belongs on every workbench. To save time, wood, and money on cutting jobs, send for your guaranteed DOSCH CUSTOM CUTTER—right away!

DEALER INQUIRIES INVITED!



MAIL THIS COUPON TODAY!

Dosch Manufacturing Co.
Thornton, Delaware County, Pa.

Phone:
GLobe
9-3845

Please send me:

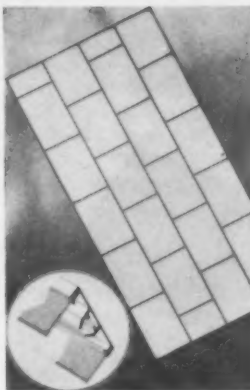
- ☐ FREE information about the amazing new DOSCH CUSTOM CUTTER.
☐ My guaranteed DOSCH CUSTOM CUTTER, \$74.50, C.O.D. plus shipping charges.
☐ My guaranteed DOSCH CUSTOM CUTTER, F.O.B. factory, thus avoiding C.O.D. charges. I enclose check or money order for \$74.50.

Name _____

Address _____

City _____ County _____ State _____

NEW PRODUCTS



Panel lets light through

For interior and exterior use, Sanpan building panel is of fabricated aluminum and plastic. Lightweight panels transmit comfortably diffused illumination. Three types come in 48" widths, 8', 10', 12', or 20' heights, and in various decorative colors. Panel Structures, Dept. AB, 45 Greenwood Ave., E. Orange, N.J.

Circle No. W29 on reply card, p. 142

Door installs in 30 seconds

This folding door can be installed in 30 seconds without nails, tools, or screws, according to the manufacturer. Special construction assures even and equal expansion of folds on this accordion-type unit. In six colors, four widths, three lengths. Columbia Mills, Inc., Dept. AB, Syracuse, N.Y.

Circle No. W30 on reply card, p. 142



Tab for three-way action

Improved tab, the "Z-Tab" enables builders to install Zonolite glass-fiber insulation three different ways. According to the manufacturer, it assures a superior vapor barrier and provides a smooth un-wrinkled surface for receiving lath or wallboard. Zonolite, Dept. AB, 135 S. LaSalle St., Chicago 3, Ill.

Circle No. W31 on reply card, p. 142



**ONLY
RUTLAND
CAULKING
COMPOUND
HAS THE . . .**

NEW KLIP-TIP® NOZZLE

*Reg. & Pat. Pend.



Only with Rutland's "KLIP-TIP" nozzle cartridge can you customize the opening to three or more different sizes. Rutland dries to a tough skin, but remains soft and pliable underneath. Also available in Hand Squeeze Tubes, qts.—1, 5 gals.



NEW RUTLAND JOINT CEMENT

Newly formulated for maximum adhesion and strength, Rutland Joint Cement has less shrinkage. It is excellent for each application and sands easily.

over **75** years

RUTLAND FIRE CLAY COMPANY
RUTLAND, VT.

Makers of Roof Paints, Coatings,
Cements and Foundation Coatings.

A message of importance to:

the 1 builder in 5 using FURRED MASONRY construction

Now... special ALFOL Type
gives you standard 2" efficiency
... plus a positive vapor barrier!

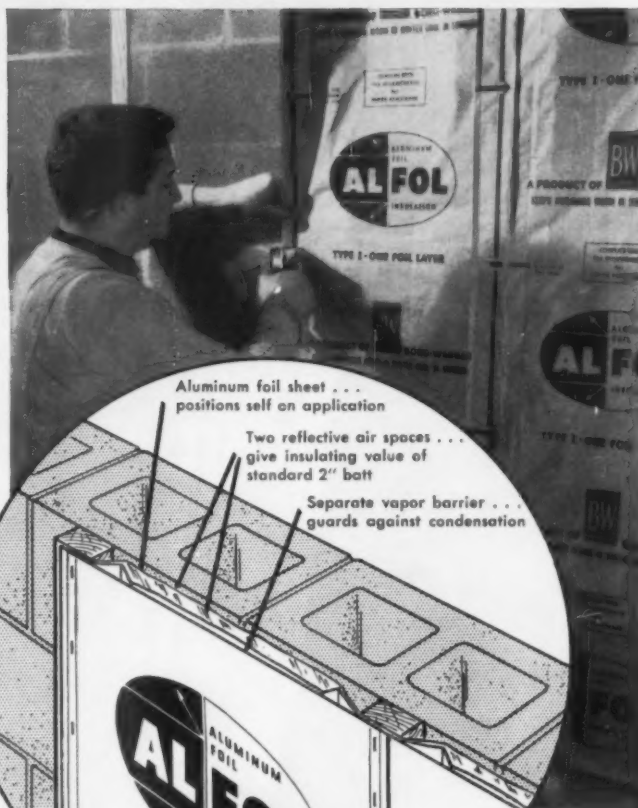
All of this in a 1x2" furred space? Yes... because ALFOL Type 1A is the insulating blanket that's *specially designed* for furred masonry construction. Here's how it works:

1. Automatically on application, Type 1A's single sheet of pure aluminum foil expands just $\frac{3}{4}$ " to bisect your 1x2" furred space into two reflective air panels. The result: you get the full insulating value of a commercial 2" batt ... all in less than an inch of space!

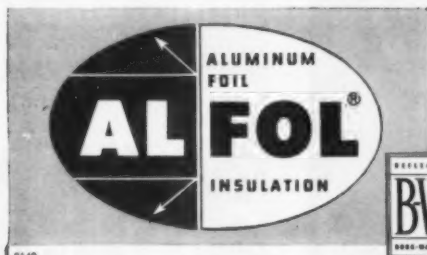
2. Type 1A's sturdy duplex-backed lining (by which the blanket is installed) guards against moisture. Applied *across* your furring strip faces, this lining gives you a positive and *continuous* vapor barrier... the best that money can buy!

Yes, and you save money in the bargain! With ALFOL Type 1A, there's no re-furring needed (your 1x2" furring is ample). Application is fast, easy, economical. And Type 1A is the lowest-cost blanket in the modern ALFOL line!

Why not investigate today this better way to insulate furred masonry. And remember... there are 6 additional ALFOL Types, each equally well-suited to your other insulating needs. Use the coupon below to get full data now.



SEND TODAY for free brochure,
"7 Modern Ways to Pinpoint Your Insulating Requirements."



Please send
Free ALFOL brochure:
"7 Modern Ways
to Pinpoint
Your Insulating
Requirements."

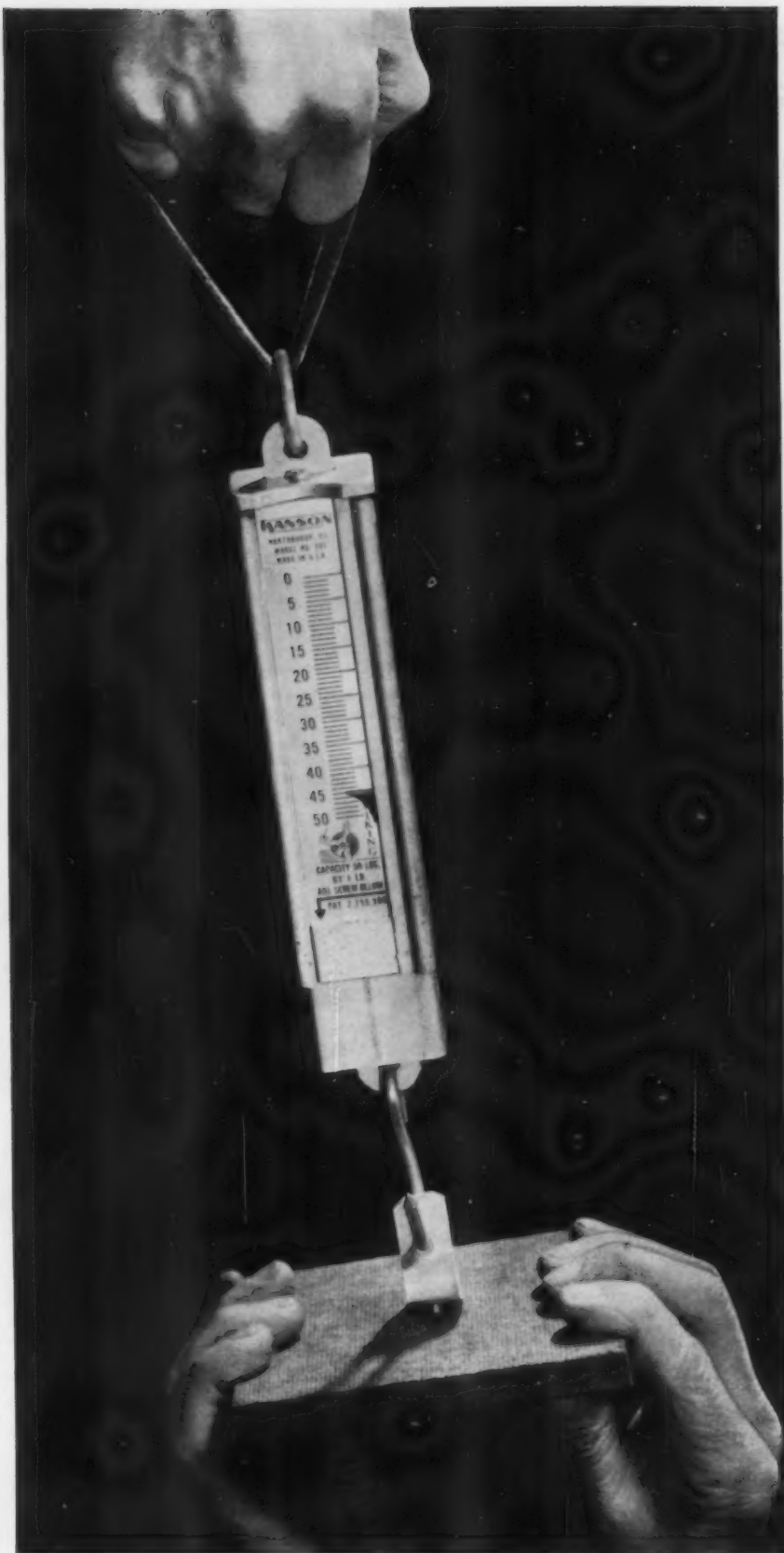
REFLECTAL CORPORATION, DEPARTMENT A-44
A subsidiary of Borg-Warner Corporation
200 South Michigan Avenue, Chicago 4, Illinois

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____



REFLECTAL

Borg-Warner



Here's Nail-holding Power!

Ask your Gold Bond representative to let you see for yourself—at your desk—this terrific nail-holding test of NEW Gold Bond Brace-Wall "N" Fiberlok Sheathing—holding power well above the 40 lb. pull required by FHA!

NEW...

a step



Brace-Wall "N" Sheathing eliminates furring strips!

You can nail even asbestos siding *directly* to this new insulation sheathing, without using furring strips! Gold Bond's new Brace-Wall "N" Sheathing has nail-holding power (with ring-barbed nails) far beyond the 40 lbs. required by FHA. It eliminates one whole operation, and reduces your nailing time for siding.

Brace-Wall "N" helps you save in other ways, too. Walls sheathed with these sturdy, lightweight panels exceed all FHA requirements for racking strength *without the use of corner bracing!* There's no need for building paper, either (except under stucco)—another big saving.

This new Gold Bond sheathing can give you better performance and lower costs right away. Ask your Gold Bond® man for complete details. Or write Dept. AB-59,

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK



ahead of tomorrow

No. 266—Double width size 16' x 7' with Glide-O-Matic Self Opening, double adjustable brakes, prefitted, prebored door sections. Just one of the many sizes in the Deluxe No. 200 Series—for those who want the best.



BEAUTIFUL STYLES FOR EVERY PURSE



No. 426—Double width, size 16' x 7' with patented Safety Catch, prevents back-and-forth movements when opened. 17 other sizes and styles in the No. 400 Series—priced to sell competitively, but including many exclusive Frantz features.

SMOOTHEST TROUBLE FREE OPERATION

No. 1259—Single width, size 9' x 7'. Other sizes are also available to fit single and double width openings. Here is a low cost door that is a "miracle" of value and a miracle in operation. One of the most featureful in its price line ever designed.



EASIEST OF ALL TO INSTALL

FRANTZ GARAGE DOORS

*with the features
your customers want most!*

Over 100 designs and sizes in Frantz sectional and one-piece doors, extension spring and torsion spring types... for residential or industrial use... give you the widest selection possible. Open a Frantz Door and you will quickly see its amazingly easy operation. Anyone can install a Frantz Door, too. The instructions are so detailed, the steps so simple. And Lumber Dealers know the high quality of Frantz Construction—zinc-plated hardware, with wood sections styled by master craftsmen that are unsurpassed for beauty and lasting satisfaction. National advertising is stepping up the demand for Frantz Doors.

Why not get your order in now!

Get these new catalogues at your Lumber Dealer



FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

NEW PRODUCTS



Refrigerator is restyled

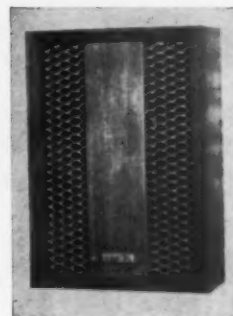
Completely restyled Model 147 refrigerator is designed for the kitchen with a freezer. It holds about 30% more fresh food than a refrigerator-freezer of the same size. Capacity is 14 cu. ft. including a bottom-mounted freezerette. Gibson Refrigerator Co., Dept. AB, Greenville, Mich.

Circle No. W32 on reply card, p. 142

Air system is new

New and flexible heating and cooling system, Electric Thermo-Base, boasts unique features. Warm-air electric heating system provides complete, draftless circulation, flexible zoning for power savings. Adaptable for humidifiers, add-on cooling. More information available from Gerwin Industries, Dept. AB, Michigan City, Ind.

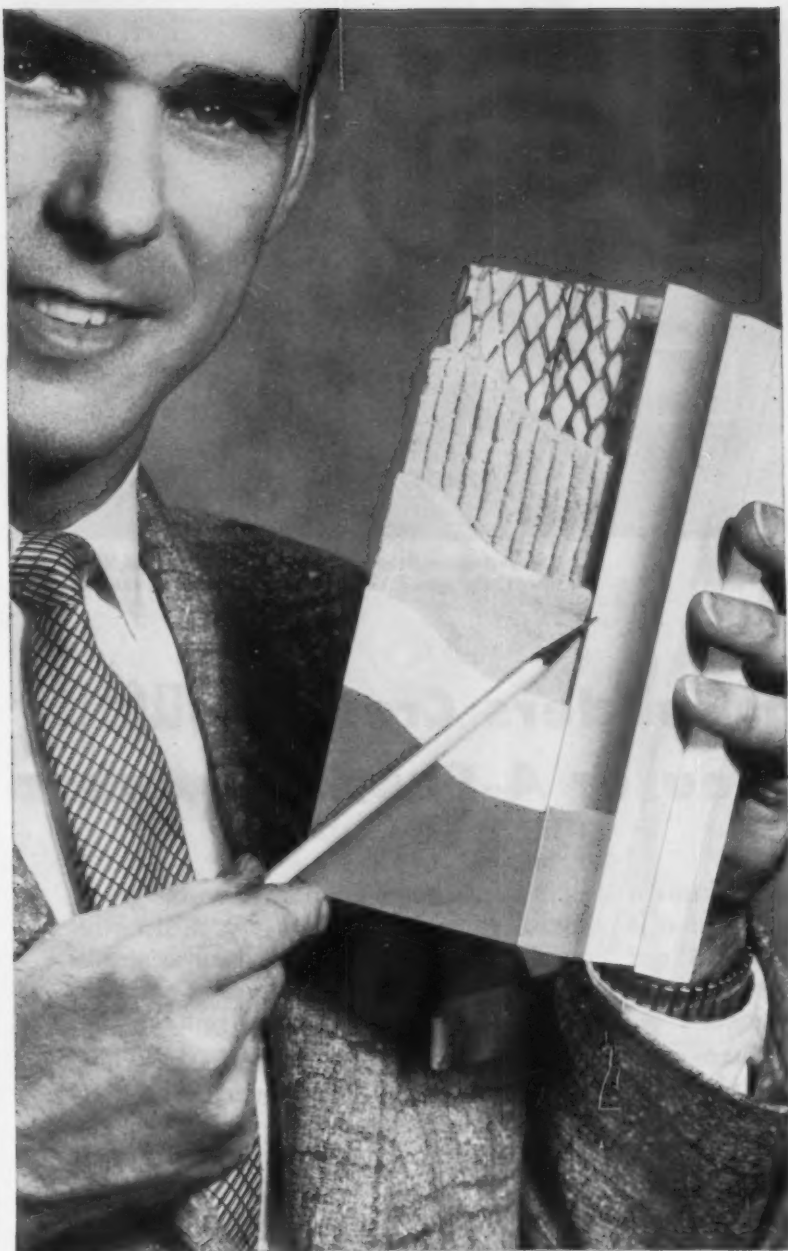
Circle No. W33 on reply card, p. 142



Here's an electronic chime

This door chime actually transmits sound electronically. Nutone L-70 operates through the intercom and beams the chime wherever wanted in the house. Chime and intercom are simply wired together, yet each can operate as a separate unit. Details from Nutone, Inc., Dept. AB, Madison & Red Bank, Cincinnati 27, Ohio.

Circle No. W34 on reply card, p. 142



**This casing bead
can save you up to
\$70 a house!**

You can complete your interiors faster, and save up to \$70 in construction costs by using Gold Bond Metal Corner and Casing Beads. They'll give you stronger, more uniform corners than wood trim.

Here's how you save:

Installing trim and terminating plaster are done in one easy operation. Plastering is easier because the bead acts as an accurate ground—there's no separate ground strip needed. Factory-mitred corners eliminate the need for additional cutting and fitting on the job.

We have a full line of quarter round, square, modified square, expanded and short-flanged casing beads for both gypsum wallboard and plaster construction, giving you quick installation in all type of buildings. See your Gold Bond® man for the full story on how to save with metal Corner and Casing Beads. Or write for free Technical Bulletin, Dept. AB-592.

**NATIONAL GYPSUM COMPANY
BUFFALO 13, NEW YORK**

Gold Bond
BUILDING PRODUCTS

a step ahead of tomorrow



Weyerhaeuser 4-Square quality Nu-Loc siding of Western Red Cedar provides an attractive, weather-tight exterior.

Helping Builders Create *Quality* Weyerhaeuser 4-Square Lumber

● Lumber bearing the well-known Weyerhaeuser 4-Square brand name is helping build quality homes that sell more readily—while helping to save both time and money in the building.

The accurate lengths and square ends of Weyerhaeuser 4-Square Lumber, for example, mean less work for carpenters in trimming and fitting. This, in turn, reduces the amount of material waste.

Scientifically kiln-dried Weyerhaeuser 4-Square Lumber helps builders construct quality homes by assuring greater dimensional stability, which contributes to strong, tight, rigid construction. Kiln-drying also increases nail holding power.

Extra care in the grading and handling

of Weyerhaeuser 4-Square Lumber gives extra value in its final use. Correctly graded and identified, each piece meets the requirements for that grade. Careful handling and loading at mills protects the appearance value of 4-Square Lumber.

Homes built with Weyerhaeuser 4-Square Lumber are easier to sell because people have confidence in this brand name. Over thirty years of advertising has made Weyerhaeuser 4-Square a recognized sign of top quality . . . a familiar name that means precision manufacture and dependable performance.

Consumer acceptance of this brand name means that the average home buyer is favorably impressed with the quality



WEYERHAEUSER SALES COMPANY

First National Bank Building • St. Paul 1, Minnesota



Enduring beauty and friendly warmth are imparted to any room with Weyerhaeuser 4-Square wood panelings.

Homes with and Products

of all the other components when he learns that your homes are built with Weyerhaeuser 4-Square Lumber.

One of the most important selling advantages for any home in addition to quality materials is the design. Many builders find helpful planning assistance in the Weyerhaeuser 4-Square Home Plan Books available at the yards of Weyerhaeuser 4-Square Lumber Dealers.

Weyerhaeuser 4-Square Lumber is available in a wide variety of items, grades and species for every construction and budget requirement. See your Weyerhaeuser 4-Square Lumber Dealer.

A COMPLETE LINE FOR EVERY BUILDING NEED

★ ★ ★

Coast Forest Region Species

Douglas Fir	Western Red Cedar
West Coast Hemlock	Sitka Spruce

Inland Forest Region Species

Idaho White Pine	Idaho White Fir
Ponderosa Pine	Inland Red Cedar
Douglas Fir	Engelmann Spruce
Larch	

Complete Line of 4-Square Products

Structural timbers, posts, beams and girders
Joists, rafters and studs for framing
Boards and plywood for sheathing and sub-flooring
Farm lumber, roof and floor decking
Bevel and drop siding, rustic, board and batten, and vertical siding
Decorative wall panelings in solid wood and plywood
Flooring, ceiling, and closet lining
Shelving, finish and trim
Casing, base, moulding, jamb sets and sills
Stepping and hand rails
Gutter, fascia boards, and soffit lining
Edge-glued finish
End and edge-glued trim and siding
Water-repellent treated siding and lumber products
End-matched flooring, siding, decking and sheathing

Weyerhaeuser Quality and Service

All products carrying the Weyerhaeuser 4-Square trademark are scientifically kiln-dried for greater strength, dimensional stability and nail holding power. They are precision manufactured and uniformly graded.

Weyerhaeuser 4-Square lumber and building products are available to builders from Weyerhaeuser 4-Square Retail Lumber Dealers.

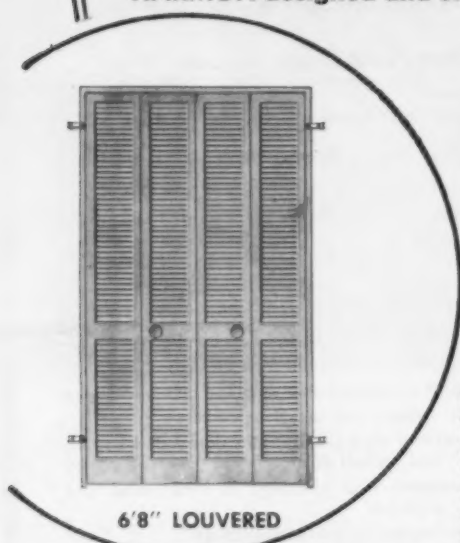
Weyerhaeuser 4-SQUARE®

LUMBER AND BUILDING PRODUCTS

PRECISION Symbol of Quality

"20-MINUTE" Closet Front Assemblies

HARMON designed and engineered for the BUILDER



Louvered doors are a popular feature with homebuyers for attractive appearance and free circulation of air within closet area.

Can be finished to match decor of room.

- Strong folding doors—1 1/2" louvered. Complete with concealed door aligner. Available in White Pine.
- Self-adjusting nylon door guides for quiet operation.
- Nylon-bushed pivot brackets at all load-bearing points.
- Aluminum Track for smooth operation.
- Temporary factory cleats for quick, easy installation.
- No door stop to sweep or stumble over. All hardware mounted on jambs and headers.
- 8 available sizes.

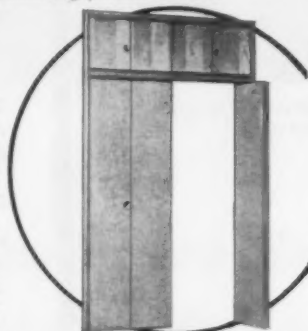
6'8" size also available in flush-type assembly with 1 1/2" hollow core doors in Birch, Lavan & Paint Grade Veneer.

SAVES LABOR—SAVES DOLLARS

Precision Closet Front Assemblies are designed and built to save you labor and dollars on every job.

- The folding door principle gives your buyer immediate access to 100% closet area.
- Save dollars and add a sales feature to your homes with Precision Closet Front Assemblies.
- Each unit assembled and braced including jambs and header and packed one to a carton.
- One man can install in 20 minutes.

New design spring-loaded pivot brackets eliminate gaps between doors.



7'9" DELUXE

Deluxe features folding top doors for extra storage space and handsome, quality look.

- Strong folding doors—1 1/2" hollow core, flush-type. Concealed door aligners. Available in Birch, Lavan & Paint Grade Veneer.
- Nylon door guides for quiet operation.
- Nylon-bushed pivot brackets (top and bottom) at all load-bearing points.
- Aluminum Track for smooth, effortless operation.
- No door stop to sweep or stumble over. All hardware mounted on jambs and headers.
- Jamb and header 3/4" x 4 1/2".
- Header for lower doors—1 1/2" x 3 3/4" dadoed to receive upper compartment shelf.
- 8 available sizes.



AMERICA'S FINEST ATTIC STAIRWAY

Designed and engineered by HARMON

The Super Simplex Stairway is stronger . . . bigger (for 30" x 54" ceiling opening). It's especially built to enable home-owners to take full advantage of the attic for safe, dry storage of large equipment and furniture.

This Precision-built stairway is a symbol of quality to home-buyers everywhere . . . another positive sales feature for you! **CHECK THESE QUALITY FEATURES**

- Fits 30" x 54" rough ceiling opening.
- Insulated, flush-type door panel.
- Concealed door hinges.
- Double hinges for ruggedness and strength.
- Full width safety treads.
- Highest quality materials throughout.
- No attic space required.
- Easy to install.
- Shipped in one package.

Write for prices and color brochure today!

MANUFACTURERS OF AMERICA'S MOST COMPLETE LINE OF ATTIC STAIRWAYS



PRECISION parts corporation

400-AB North 1st. Street Nashville 7, Tennessee

Please send FREE color brochure and price information on:

- ☐ Precision "20-Minute" Closet Front Assemblies ☐ Complete Precision Stairway Line

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NEW PRODUCTS



Scaffold is light-weight

Scaffolding unit of magnesium (Dow) can be assembled and carried by one man. Basic unit provides a platform 9' high, 7 1/2' long, weighing 62 lbs. Flanged tubular sections and guard rails interlock on a sleeve tube for durable construction. White Metal & Stamping Corp., Dept. AB, Brooklyn, N.Y.

Circle No. W35 on reply card, p. 142

Finish looks like tile

Plastic finish provides a smooth tile-like coating on concrete block, plaster, wallboard, wood, and metal. Applies like paint, yet becomes an integral part of the surface. Is hard, durable, and chemical-resistant. Comes in white and pastels. Glidden Co., Dept. AB, 900 Union Commerce Bldg., Cleveland 14, Ohio.

Circle No. W36 on reply card, p. 142



Kitchen comes in a package

Package kitchen incorporates in one compact unit five vital components: range, snack bar, storage cabinet, sink, table-top server. Refrigerator offers approximately 5 cu. ft. of space. Attractively designed. Acme Nat'l Refrigerator Co., Dept. AB, 19-26 Hazen St., Astoria 5, N.Y.

Circle No. W37 on reply card, p. 142

What price quality?

IN HOME HEATING AND AIR CONDITIONING

BARNEY R. MORRIS, co-owner of *Grandview Construction Co.*,*
Beverly Hills, California, (at right) discusses this timely subject with
JOHN W. NORRIS, President of *Lennox Industries Inc.*

* Known coast-to-coast, Grandview Construction Co. is one of the nations leading builders—outstanding for the quality of it's homes.



Quality in heating and air conditioning: sense or nonsense?

MR. MORRIS We home builders are like home owners. We want quality, but the only time we're willing to pay for it is when we fully understand *what* we're getting for our money—but in a complicated business like heating and air conditioning, how does the home builder judge quality?

MR. NORRIS Code requirements of AGA and UL and FHA have done a great deal to upgrade the quality of furnaces, but the labels themselves can't be expected to tell the builder everything he needs to know. For example: I might show you 20 or 30 similarly priced furnaces that carry the AGA label. This does not mean that these furnaces are all the same or that they'll all heat your home satisfactorily. You would find difference in expansion and contraction noises in the heat exchanger, difference in blower noises, in room temperature, in fuel consumption, in the nicety of temperature control that comes from the kind of thermostat that the manufacturer picks—and so on. Pick the right one and you'll give your customers quality and comfort.



John W. Norris, right, gives Barney R. Morris the inside story of quality in heating and air conditioning.

MR. MORRIS We depend on our sub-contractor to provide us with trouble-free equipment.

MR. NORRIS Yes, that's the way to do it. The sub-contractor is the hero or villain here. If he's a real "pro" . . . if he's thoroughly trained in this complicated business of installing heating systems, you'll have no trouble. In this regard, Barney, I'd be interested in learning how you pick your sub-contractors.

MR. MORRIS Mostly on reputation, stability, and past performance. If we followed price—the low bidder, that is—we'd be in real trouble. In our operation we can't afford to work with fly-by-nights. We limit our bids to subs who have demonstrated in the past that they know their jobs, deliver what they promise, and guarantee their work. I might add that we pay a little more for all this, but, considering the satisfaction we get, the troubles we don't get—it's well worth it.

MR. NORRIS This is in line with our thinking and practice at Lennox. As you know, every Lennox dealer is thoroughly trained by our factory engineers. By working directly with dealers, by training their crews, we're able to help them render the type of professional service you demand of your subs.

MR. MORRIS That's extremely important.

The installer is the actual manufacturer of the heating-cooling system in the home

MR. NORRIS Barney, I'm not sure you'll agree with me, but I think the heating-air conditioning man is the most important sub-contractor the home builder selects. What are your views?

MR. MORRIS Before I answer, tell me what you base your statement on?

MR. NORRIS Consider the fact that a furnace or central air conditioning system is designed and manufactured by the installer. He's the one who selects and sizes the equipment, designs the duct system, makes the installation, and sees to it the home is properly heated by tuning and adjusting the furnace for proper performance. There's nothing cut-and-dried to his job. It takes special skills and training and long experience. This is not a "plug-in" type of installation.

MR. MORRIS I think you're basically right, John. However, at Grandview we emphasize the teamwork aspect of all sub-contractors. For example: you mention the heating contractor. Well, he can't do everything himself. He has to work with the foundation contractor for his ducting and space. If those walls aren't true, he's in trouble. He has to work with carpenters, and if something goes wrong here, he's in trouble. If the plaster isn't smooth, or the floor isn't even, his registers won't level out—and so on. So—no matter how good your heating man is (and he's plenty important), he's got to have some A-1 subs to work with.

MR. NORRIS I agree with that analysis completely. It's interesting to see how all this ties in so closely—and why it's important for a home builder to hire good subs.

MR. MORRIS Yes, you can't take risks in any phase of home building—that is, if you want to stay in business long. You know, John, our best prospects are our present customers. We are now selling to the same people for the third time as their families grow and they move up into larger and more expensive homes. They refer their friends to us, too, and we've been successful in making customers out of them. The whole thing seems to snowball.

MR. NORRIS Yes, you win them with quality, and you keep them with quality. You can't do it any other way. Let me ask you a real pointed question, Barney. You've been in the home building business for many years. You've built thousands of homes. If you had one major complaint to register toward manufacturers, what would it be?



MR. MORRIS Poor product, primarily. Poor service. Actually they go together. Let me explain. Too many manufacturers, in my opinion, are downgrading the quality of their product in order to be competitive. What they're looking for is the quick, volume sale. They're sacrificing everything for the immediate buck. What happens? The product breaks down. The builder gets the complaints, the manufacturer suffers loss of goodwill—although he doesn't feel it immediately. John, we believe in trouble-free products—and we're willing to pay extra for them.

MR. NORRIS That reminds me of an experience we had at Lennox a few years ago. A group of our dealers were burned up about all the business they were losing to competitors who were underbidding them with a stripped down model. Why, they wanted to know, didn't Lennox come out with a "cheapie",



too, so they could compete? Well, I drew a diagram of one of our units, and explained what quality features we had to eliminate to get our price down. I also told them about the complaints that would certainly pop up. Everybody soon realized that this sort of product cheapening could only do harm. The subject was dropped and it never came up again.

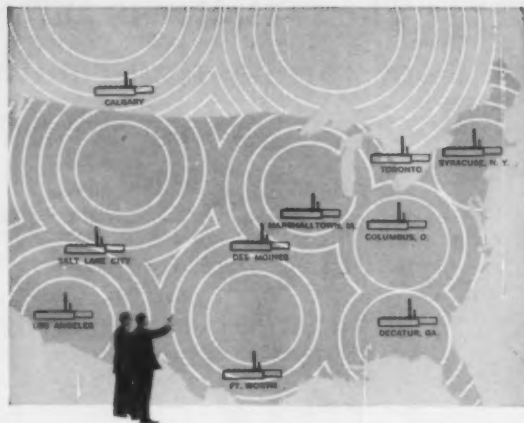
MR. MORRIS That explains pretty well why Lennox is the biggest, most successful manufacturer in the business. Now, with that free plug out of the way, let me bring up a common complaint leveled against your industry. Why is it, John, that the heating-air conditioning manufacturers do not take the proper interest in the end result of their product? The general feeling is that all the manufacturer wants to do is sell his furnace, and take no responsibility whatever for the actual installation.

MR. NORRIS Well, Barney, builders must realize, as I stated before, that the installer is the actual manufacturer of the system. He's an independent operator. It would be impossible for the manufacturer of the equipment to double check every installation. However, I believe that Lennox—by dealing direct with its dealer organization, by training them in the proper installation methods, is better able to assure the product satisfaction you speak of. I might add that in our own advertising, Barney, we've made quite a point to assure the homeowners of our interest in his comfort and satisfaction. And we mean every word of it, too.

Everybody agrees on the importance of quality... but it's got to be sold!

MR. MORRIS We both certainly agree on the overall importance of quality, but the fact remains that it's got to be sold. This what's-in-it-for-me idea must be communicated to home buyers.

Lennox dealer Tom Pinatelli discusses Lennox selling aids with Barney R. Morris and John W. Norris.



Lennox operates factories and warehouses in 41 localities throughout the U.S. and Canada. These factory outlets provide direct service to nearly 6,000 factory-trained dealers in over 4,184 towns.

MR. NORRIS I agree wholeheartedly, and this is precisely where manufacturer selling help for builders becomes important. I have reference to this business of creating effective selling aids, promotion kits, ideas—whatever it takes to get across the builder's quality story: whether it has to do with his tract location, floor plans, construction materials, furnace, etc. This has got to be done—and by professionals.

MR. MORRIS Our advertising agency is fine. They do a hell of a good job.

MR. NORRIS They can't help you on the site.

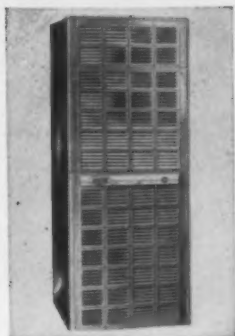
MR. MORRIS No.

MR. NORRIS This is precisely why Lennox organized a special builder Merchandising Department. Do you know, Barney, we have over 100 people engaged in developing, writing, and preparing brochures and selling aids for individual builders throughout the U.S. and Canada? It's been a highly successful program for us—and for the builders, too. We've been able to help them better merchandise the quality of their homes through the personalized brochures, feature signs, newspaper ads, billboards, displays—all built around their individual homes and developments. So, you can see Lennox does a whale of a lot more than manufacture good heating and air conditioning equipment. We don't believe our job is finished until the builder sells his homes, and even then, our dealers make sure the home owner is satisfied.

MR. MORRIS This is the kind of thinking and planning that makes good sense—both for the manufacturer and the builder.

© 1959 Lennox Industries Inc., Heating and Air Conditioning, founded 1895; Marshalltown and Des Moines, Ia.; Syracuse, N.Y.; Columbus, O.; Decatur, Ga.; Ft. Worth; Los Angeles; Salt Lake City. In Canada: Toronto, Montreal, Calgary, Vancouver, Winnipeg.

NEW PRODUCTS



Furnace for electric heat

Heating comfort is assured with this electric furnace. Designed for convection heating it maintains continuous air circulation and filtering. Only 19" high, its cabinet dimensions match other Landmark blower-filter and cooling sections. Lennox Industries, Inc., Dept. AB, Marshalltown, Iowa.

Circle No. W38 on reply card, p. 142

Block gets a plastic face

Concrete block with plastic facing provides finished walls in one operation. Cuts out lathing, plastering, and painting. Has polyester resin (Am. Cyanamid) facing combined with decorative aggregate. For interior or exterior walls, the blocks are available in single or double facing. Volz Products, Inc., Dept. AB, St. Louis, Mo.

Circle No. W39 on reply card, p. 142



Adapter fits all hammers

New adapter for driving nails and spikes fits all electric and pneumatic hammers. It's handy for driving a large quantity of nails or spikes and for use in places difficult to reach. Other type adapters are also available. Modern Mfg. Co., Dept. AB, 680 Davisville Rd., Willow Grove, Pa.

Circle No. W40 on reply card, p. 142



Building: 2 Broadway,
N.Y.C.—30 story and
penthouse
Owner and General
Contractor: Uris Brothers
Architect:
Emery Roth & Sons
Electrical Engineer:
Alfred J. Kleinberger
Electrical Contractor:
Fischbach & Moore, Inc.



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6 $\frac{1}{2}$ " Model 864—only \$69.50
(2 $\frac{1}{4}$ " depth of cut)



7 $\frac{1}{4}$ " Model 874—
Now \$79.50
(2 $\frac{1}{4}$ " depth of cut)



8 $\frac{1}{4}$ " Model 884—
Now \$89.50
(2 $\frac{1}{4}$ " depth of cut)

3 NEW

SKILSAW POWER SAWS

*...and
new lower prices on
7 $\frac{1}{4}$ " and 8 $\frac{1}{4}$ " models!*

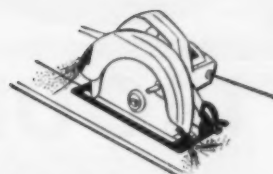
These new ball-bearing, heavy-duty models are a perfect complement to the "Standard" of the industry—SKIL'S Super-Duty line. They're the ideal all-around saws for framing, cutting sheathing and trim, form construction, and similar jobs. In short, they cut down non-productive time, speed up construction with their more efficient handling of these "extra" cutting jobs. Best of all you'll find prices lower—low enough to meet everyone's budget.

Just look at these exclusives... a new saw dust ejection system that directs dust away from the operator's face and line of cut... a new "push button" blade lock for faster, easier, blade change... a redesigned upper blade guard that per-

mits full blade visibility for extra accuracy... new easy-to-reach, depth adjustment, and many others. Each model is also equipped with the famous SKIL "Vari-Torque" clutch for protection against saw kick-back and overloading of motor and bearings.

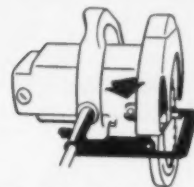
Each model comes complete with combination blade, 3-wire cord with connector and blade wrench. Universal A.C. or D.C. motor up to 60 cycles. Standard—115 volts, 220 or odd voltages on order at no extra cost.

Now available from your SKIL Distributor in all 3 sizes... call or see him today... and ask for a demonstration... of course there's no obligation.



EXCLUSIVE!

New ejection system directs dust away from operator and line of cut.



EXCLUSIVE!

New push-button engages, locks saw shaft permitting fast, easy blade changes.



NEW!

Blade visibility is greatly improved, gives extra accuracy needed on critical cuts.



...another basic Skil construction tool

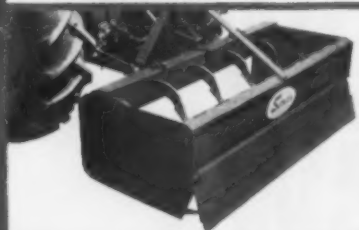
Famous SKIL and SKILSAW products made only by SKIL Corp., 5033 Elston Ave., Chicago 30, Ill. In Canada: 3601 Dundas St. West, Toronto 9, Ontario.

Two tough new grading tools at surprisingly low prices!



New Lone Star Blade

We state flatly, this will be the largest selling light blade in the country, because it is the greatest value. All welded, sturdy, 240 lb. construction. 13" mouldboard plus 6" replaceable cutting edge of 1/4" grader-blade steel. 8 adjustments for angling and reversing. And... in most parts of the country it retails for under \$100!



New Soil Scraper

At last, a scraper that really takes the ground. Can scarify and scrape at same time. Levels, grades, backfills. Curved mould-board rolls dirt up for full load: 17 and 20 cu. ft. respectively in 66" and 77" models. A heavy duty tool, but favorable plant location means competitive delivered prices.



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STEEL TRESTLES
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Gentlemen: Kindly send us a copy of catalog M-R

Name _____ Title _____

Company _____

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SEND
FOR
YOUR FREE
COPY TODAY!

CATALOGS

LOCK FASHIONS, a 12-page color catalog will be an aid in planning lock designs. Shows many types of locks to suit individual tastes and needs. Describes a wide variety of functions and finishes. Schlage Lock Co., Dept. AB, 2201 Bay Shore Blvd., San Francisco 24, Cal.

Circle No. W41 on reply card, p. 142

BUILT-IN RANGES and their advantages are discussed in colorful six-page brochure. Both electric and gas ranges feature spacious 18" oven. Brochure also illustrates a selection of top burner units. Stiglitz Corp., Dept. AB, 2007 Portland Ave., Louisville 3, Ky.

Circle No. W42 on reply card, p. 142

COLOR PLANNING for baths will be easier using the harmonizing colors chart in the '59 Case catalog. This 28-page reference book illustrates the wide range of vitreous china plumbing fixtures available. Case Mfg. Corp., Dept. AB, 33 Main St., Buffalo 3, N.Y.

Circle No. W43 on reply card, p. 142

HOME VENTILATION IDEAS are colorfully presented in a 12-page catalog. Shows typical installations for power-range hoods, bath and utility room ventilators, plus kitchen ventilators. Gives dimensions. Fasco Industries, Dept. AB, 255 N. Union St., Rochester, N.Y.

Circle No. W44 on reply card, p. 142

PROGRESSIVE LIGHTING . . . the latest data on modern fixtures is presented in a 168-page catalog. Covers the principles of lighting, ideas on advanced uses of fixtures. Gives mounting information. Lighting Dynamics, Dept. AB, 802 W. Whittier Blvd., Whittier, Calif.

Circle No. W45 on reply card, p. 142

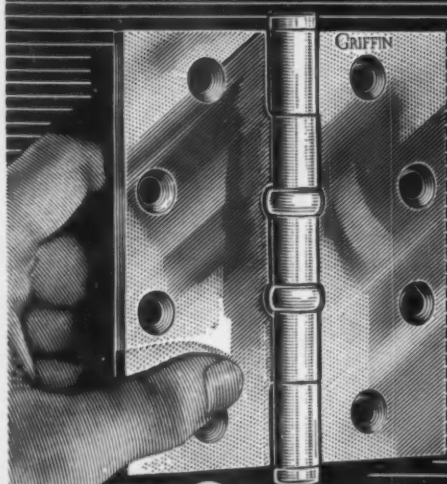
SUMP PUMP FACTS are presented in an eight-page booklet. Points out the difference between vertical and submersible sump pumps. Also lists quality features to look for when buying sump pumps. Weil Pump Co., Dept. AB, 1510 N. Fremont St., Chicago 22, Ill.

Circle No. W46 on reply card, p. 142

GLASS PATTERNS catalog illustrates decorative, and structural decorative uses of glass. Shows many patterns available. Contains specifications, light distribution charts, and provides installation details. Mississippi Glass Co., Dept. AB, 88 Angelica St., St. Louis 7, Mo.

Circle No. W47 on reply card, p. 142

GRIFFIN HINGES



GRIFFIN

For handsome appearance during life-long hinge performance. A full line of top-quality butts in all popular finishes. Well-built homes deserve fine hardware. Why not install Griffin hinges?

GRIFFIN MANUFACTURING CO., ERIE, PA.

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Make a Profit on Small Construction!

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UTILITY MIXER!

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850N. Mosley, Wichita, Kansas

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CONSTRUCTION COST INSTITUTE

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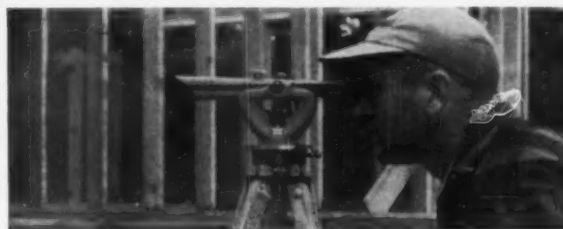
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MASTER BUILDER CONVERTIBLE TRANSIT-LEVEL. Big instrument performance at a moderate price. Fast, accurate laying out of horizontal and vertical angles, leveling, plumbing, with horizontal circle and vertical arc and verniers. Rugged instrument yoke frame. 22-power internal focusing telescope; coated optics; 3-ft. short focus. Model 320 with stiff-leg tripod and field case **\$229.50**



12" HEAVY DUTY DUMPY LEVEL. For setting grades and lines, measuring or laying off horizontal angles, setting batter boards, establishing foundation elevations. 12" internal focusing telescope, 24-power coated optics. Model 150 with stiff-leg tripod and carrying case **\$174.95**



SPEED-A-LINER BUILDERS TRANSIT-LEVEL. New 13-power interior rack and pinion focusing telescope. Built-in sunshade. Fully protected telescope vial. Lever lock for dependable leveling. For setting construction grades and building lines, aligning foundations, brickwork, leveling floors, etc. Model 200 with stiff-leg tripod and carrying case **\$99.75**

Other Berger low cost, easy-to-use instruments:

SPEED-A-LINER Dumpy Level \$59.95; Service Transit-Level \$92.95;
Service Dumpy Level \$54.95; Duplex Tilting Level \$69.95;
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Prices F.O.B. Factory

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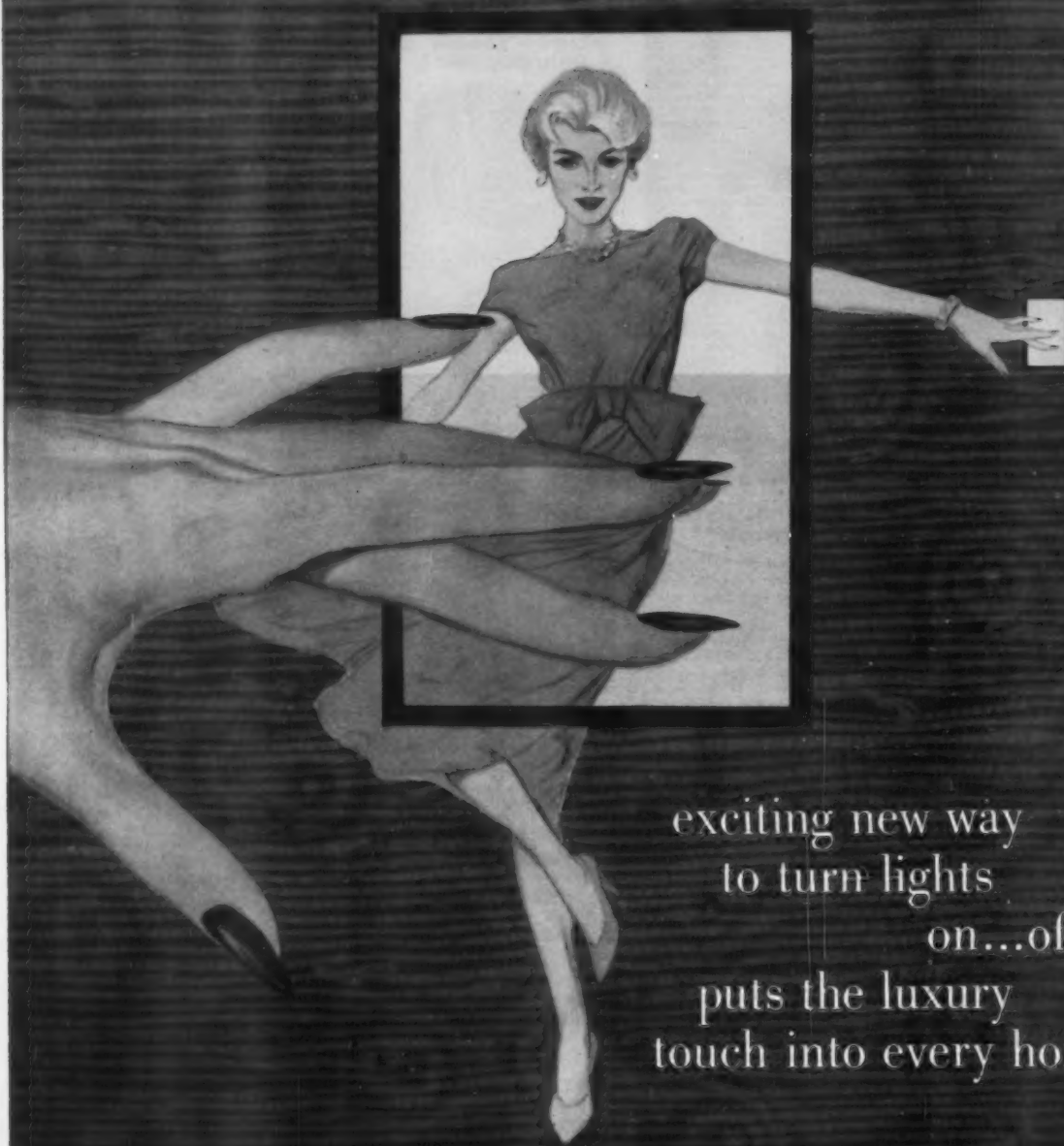
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exciting new way
to turn lights
on...off!
puts the luxury
touch into every home

WHAT! A WALL SWITCH THAT SELLS \$20,000 HOMES?

Yes, Fashion Plate highlights quality...
gives you a quick demonstration that sells houses

Fashion Plate* can serve as the first step to a quick sale. Just by turning on the lights with this exciting new switch, you focus attention on quality and value you've built into your homes.

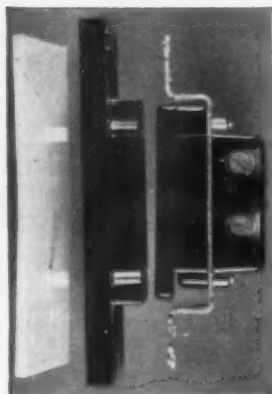
Watch prospective buyers try it—test it—in room after room. It's an opportunity to tell your

quality story over and over again. Women love it. The decoration possibilities are unlimited with the unique, transparent face plate. No protruding toggles to catch clothing or break finger nails. Just a delicate touch and lights go on . . . off instantly.

*Trade-Mark

Ask your electrical contractor for Fashion Plate . . . install them in your next model home

Your contractor can provide you with some great new merchandising items for Fashion Plate. New four-color handout folder. New counter card that displays an actual sample of Fashion Plate. Ask about them when you order Fashion Plate switches for your model home.



Smooth, quiet action. Low installation cost. No plate screws needed. Just press on plate!



Silver alloy contacts insure long life. New over-center design gives positive pressure between contacts.



Compact design . . . fits all standard switch boxes. Completely interchangeable with ordinary switches.



Time saving, clamp-type, back wiring terminals. Listed by Underwriters Laboratories, Inc.

Fashion Plate

The exciting things come from

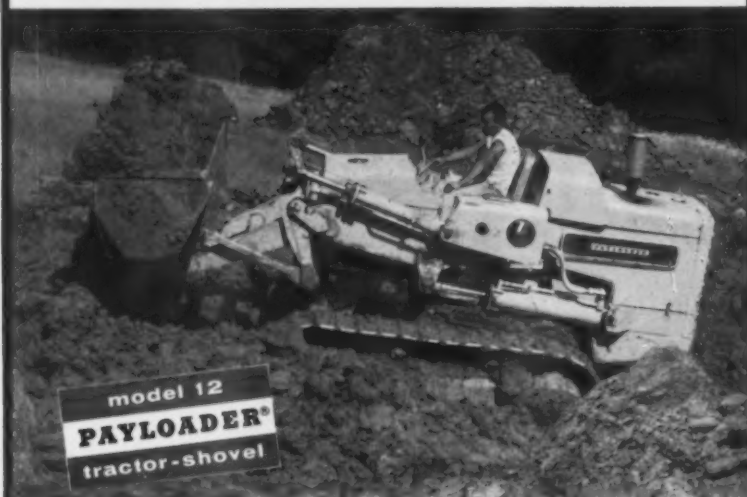
BRYANT

**Available with black or ivory frames—
clear or ivory face plates
in single, double or triple gang combinations**

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J-99025

Beats anything on tracks



for basement excavating

"Cuts digging time more than 1/3", says D. L. Johnson of Pearson Construction Company, large-scale home builder of Joliet, Illinois. The operator says, "I do the same work in 5 hours that it took me 8 before. I can dig a 300-yard basement with half the effort."

"Balanced so well you can go out of the basement frontwards or backwards with ease", says contractor John Guildenzoph of Manhattan, Ill. "For finish basements or close grading, you can see perfect."

"Operates as easily as an automobile", says R. L. Shepherd, Muscatine, Iowa excavating and grading contractor. "A three-year old child could handle the power-shift and power-steer with ease. Although the Model 12 is rated 1 3/4 yds., the normal bucket load is always 2-yards plus. We've loaded out 8-9 cu. yd. dump trucks from solid bank in three passes, or 2 minutes per truck."

"Works where others can't", says John Beniger, Sheboygan, Wis., "the weight is spread over the entire track length—not concentrated on the front. This allows us to work on soft, spongy ground where others can't. Operating the Model 12 is a cinch and you're not all worn out at the end of the day. It's the best money-maker I ever owned".

THE COMPLETE STORY of the Model 12's design, its superior performance and its greater profit potential for any excavating or grading job is fully explained in an attractive 8-page bulletin. Write for your copy today.

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S-C-2

CATALOGS

FLOOR CHART points up proper flooring installation for all Tile-Tex products. Describes various types of subfloors, and how to prepare them. Lists flooring tiles and then the right adhesive to use with each. Flintkote Co., Dept. AB, 30 Rockefeller Plaza, N.Y. 20, N.Y.

Circle No. W48 on reply card, p. 142

WALNUT INTERIORS are pictured in this 16-page color catalog. Shows uses of walnut in commercial, residential, and institutional buildings. Tells how it is adaptable to any architectural decor. American Walnut Mfgs. Assn., Dept. AB, 666 Lake Shore Drive, Chicago 11, Ill.

Circle No. W49 on reply card, p. 142

FLOORING NEWS... how to choose the type to suit your needs. A 12-page catalog in color shows ranch plank, strip, and block floors; prefinished or unfinished. Gives technical data on each type, installation data. E. L. Bruce Co., Dept. AB, 1648 Thomas, Memphis, Tenn.

Circle No. W50 on reply card, p. 142

COLOR-ON-WOOD, a new idea for wall surfaces is presented in a color brochure from Western Pine. Shows the use of bright, rich colors in combination with wood's natural grains and knots. Explains basic steps for color finishes on woods. Western Pine Assoc., Dept. AB, 510 Yeon Bldg., Portland 4, Ore.

Circle No. W51 on reply card, p. 142

PAINT-HOLDING POWER, insulating value are two Redwood siding features pointed out in an 8-page color catalog. Shows exteriors for modern and traditional homes. California Redwood Assn., Dept. AB, 576 Sacramento St., San Francisco 11, Calif.

Circle No. W52 on reply card, p. 142

TECHNICAL DATA sheets give inside information on unitized casement windows. Shows how these windows can be grouped with a minimum of wood between glass. Lists sizes, gives specifications. Wabash Screen Door Co., Dept. AB, 310 So. Michigan Ave., Chicago 4, Ill.

Circle No. W53 on reply card, p. 142

REMODELING WITH TILE is one subject from a 12-page color catalog, *New Ideas in Tile*. Has color photos showing varied and practical uses of tile in entryways, recreation rooms, kitchens, and baths. Gives specifications. American-Olean Tile Co., Dept. AB, Lansdale, Pa.

Circle No. W54 on reply card, p. 142



Two views of American Lustragray glare reducing glass in home of Alex Miller, Bay Heights, Miami, Florida. Sliding glass doors manufactured by Daryl Products Corp., Miami.

for maximum home comfort
... AMERICAN Lustragray glass
 reduces glare and heat without sacrificing vision

Prospective buyers of new homes are quick to see and feel the two kinds of increased comfort produced by American Lustragray in windows and doors. (1) Greater eye comfort is seen by eliminating harsh contrasts in brightness levels. (2) Greater bodily comfort is felt by reducing solar heat. Lustragray's comfort-features plus distinctive appearance make homes more salable.

Consult your phone directory now for your nearest **AMERICAN** distributor or glazier. You'll find the price is right.

W5W 7524

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AMERICAN-SAINT GOBAIN CORPORATION is a merger of the former American Window Glass Company, Pittsburgh, Pa., and the former Blue Ridge Glass Corporation, Kingsport, Tenn. (which was a wholly-owned subsidiary of Saint-Gobain of Paris, France). American Window Glass Division plants are located in Arnold, Jeannette, Ellwood City, Pa.; Okmulgee, Okla. Blue Ridge Glass Division plant is located in Kingsport, Tenn.

CATALOGS

TEST DATA and specifications on plastic sewer and drain pipe are given in a 12-page manual from Carlon. Details recently established industry specifications. Points out many features of plastic pipe. Carlon Products Corp. Dept. AB, Box 133, Aurora, Ohio.

Circle No. W55 on reply card, p. 142

HOW TO APPLY FORMICA . . . told in photos and text of this 12-page booklet. Shows uses of laminated

plastic on countertops and wall surfaces. Gives data on tools, time-saver tips, and techniques. Formica Corp., Dept. AB, 4614 Spring Grove Ave., Cincinnati 32, Ohio.

Circle No. W56 on reply card, p. 142

RESIDENTIAL WINDOWS in aluminum are presented in 24 colorful pages. Details awning types, jalousies, and casement windows. Gives full size details, standard and modular sizes, installation data. Ware Laboratories, Dept. AB, 3700 N. W. 25th St., Miami, Fla.

Circle No. W57 on reply card, p. 142

DECORATIVE TILE and brick products are presented in full color in new Natco 1959 catalog. This 24-page catalog covers the entire line of structural clay products. Gives detail drawings and product-in-use shots. Natco Corp., Dept. AB, 327 Fifth Ave., Pittsburgh 22, Pa.

Circle No. W58 on reply card, p. 142

CARVED PANEL BROCHURE depicts in color the Ridge line of residential carved panel doors. Describes a large variety of square and rectangular designs used to create individual styling for these overhead garage doors. Ridge Door Co., Dept. AB, Monmouth Junction, N.J.

Circle No. W59 on reply card, p. 142

PLUG-ANTENNA SYSTEM is explained in a new 16-page installation and maintenance manual. Tells how this system distributes TV and FM signals from single antenna to plug-in outlets all over the home. Jerrold Electronics, Dept. AB, 15th and Lehigh Ave., Philadelphia, Pa.

Circle No. W60 on reply card, p. 142

TILE STYLING IDEAS for remodeled or new homes are given in material from Pepco. This ceramic-on-steel wall tile is lightweight and makes possible a wide variety of installations. Comes in 12 decorator colors. Pepco Div., Bettinger Corp., Dept. AB, Waltham, Mass.

Circle No. W61 on reply card, p. 142

BUILT-INS BROCHURE covers ovens, ranges, refrigerators, vent hoods, and dishwashers for '59. This eight-page illustrated brochure gives roughing-in dimensions, and specifications on both gas and electric models. Preway, Inc., Dept. AB, Wisconsin Rapids, Wisc.

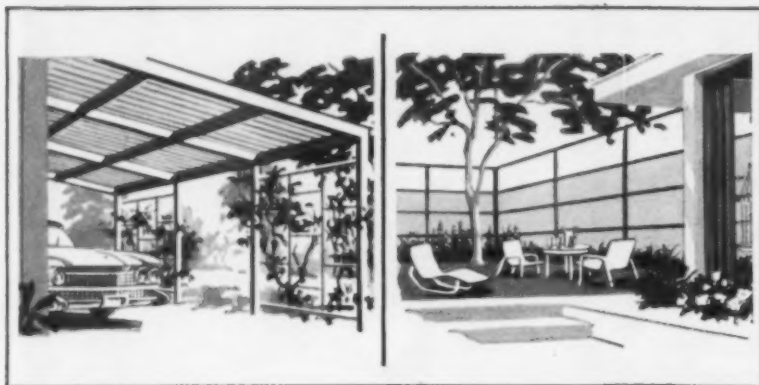
Circle No. W62 on reply card, p. 142

INSULATION MATERIALS of rigid and flexible plastic foam are introduced in a six-page brochure. A 1/2" layer of Plastifoam is said to be adequate to insulate the average building. Material illustrates varied uses and features. Plastifoam Corp. Dept. AB, Rockville, Conn.

Circle No. W63 on reply card, p. 142

ACOUSTICAL CEILINGS . . . facts on good design are given in a precise bulletin of the Acoustical Tile Adhesives Mfgs. Covers effective sound insulation, partitioning, fire protection, easy access to utilities. Schuyler Hopper Co., Dept. AB, 12 E. 41st St., N.Y. 17, N.Y.

Circle No. W64 on reply card, p. 142



ANNOUNCING

NOVA vista-lux

TRANSLUCENT PANELS

(with Fiberglass reinforcement) for the control of light, heat, privacy, weather

The demand for Fiberglass-Reinforced Translucent Panels continues to grow, month after month. A popular specialty has already become a commodity.

Nova Vista-Lux Panels meet every requirement in this field—with three important, exclusive features: BONDED-IN COLORS—for improved color fastness; VISTA-GLAZE FINISH—for extra weather resistance; HEET-BLOX—a special ingredient that blocks up to 92% of infra-red rays. (The percentage varies according to color used.)

Nova Vista-Lux is available with corrugations from 1 1/4" x 1/4" to 4 1/2" x 1 1/4"—widths from 26" to 42"—lengths from 8' to 12"—and a total of 12 colors. Also in flat sheets from 24" to 44" in width and 8' to 12' in length. The flat sheets are particularly well adapted for shatterproof, industrial glazing and skylighting. The Nova Vista-

Lux line includes all necessary accessories for application.

Mail the coupon today for fully-illustrated folder with specifications.

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Send the literature and/or specification data checked:

☐ Nova Vista-Lux ☐ Nova Shake-Panel
☐ Novafold Doors ☐ Nova Shakes
☐ Nova Brentwood Pattern Shake-Panel

NAME

ADDRESS

CITY STATE ZIP



Ticklish Jobs...and Tough Ones

call for the **JOHN DEERE Crawler-Dozer**

Go ahead—work right in there, close as necessary to do a good job, save costly handwork. No need to worry about running the John Deere “440” close to foundations or over septic tanks. Without excess weight, the “440” gives you plenty of power for dozing work of every kind.

The inside-mounted “64” Dozer is under full hydraulic control—tilt, angle, and lift. Tilt or angle can be changed on the go with a touch of a lever.

Gasoline or Diesel

Pick either power plant—gasoline or Diesel—and you’ll be assured of an outfit ideal for your requirements in site clearing, terracing, excavating, and cleanup work.

See your John Deere Industrial Dealer for a demonstration or write Dept. 537 for the information you need.

64 Dozer Specifications

Angle: 25 Degrees Right or Left
 Tilt: 7-3/4 Inches Right or Left
 Lift: 37 Inches Above Ground Level
 Depth of Cut: 11 Inches Below Ground Level
 Blade: 80 Inches—Box-Welded
 Subject to Change Without Notice



JOHN DEERE INDUSTRIAL DIVISION • MOLINE, ILLINOIS

CATALOGS

BUILDING FORMS quickly and economically is shown in handy brochure from Jeffery Form Tie. Describes Galva Twist panel system. Gives complete easy-to-read instructions. Also pictures time-saving accessories. Jeffery Form Tie Co., Dept. AB, Marengo, Ill.

Circle No. W65 on reply card, p. 142

WOOD KITCHEN HANDBOOK gives a wealth of information on planning a wood kitchen. In 31 pages it

covers what's available, where to get it, and advantages. Sketches kitchen layouts. Nat'l Institute of Wood Kitchen Cabinets, Dept. AB, 75 E. Wacker Dr., Chicago 1, Ill.

Circle No. W66 on reply card, p. 142

FOLDING DOORS are colorfully illustrated in a 10-page catalog. These doors with adjustable vertical louvers control light, ventilation, and view. Also serve as excellent room dividers and partitions. Consolidated Gen'l Products, Dept. AB, Box 7425, Houston 8, Tex.

Circle No. W67 on reply card, p. 142

GUIDE FOR BUILDERS details the applications of Masonite panel products. In two sections, a 20-page guide gives interior uses, and a 12-page guide cites exterior uses. Both give colorful drawings, photos, sizes. Masonite, Dept. AB, 111 W. Washington St., Chicago 2, Ill.

Circle No. W68 on reply card, p. 142

ENGINE POWER is the subject of a new booklet, *How Caterpillar Dealer Engine Specialists Can Save You Money*. Shows services rendered to provide both regular or standby power in a wide variety of applications. Caterpillar Tractor Co., Dept. AB, Peoria, Ill.

Circle No. W69 on reply card, p. 142

TILE TREATMENTS with plastic wall tile are illustrated in colorful brochures from Tilemaster. Tell how you can add sales appeal by using this colored tile. Describes types, sizes, accessories. Tilemaster Corp., Dept. AB, 4400 N. Harlem Ave., Chicago 31, Ill.

Circle No. W70 on reply card, p. 142

"ENGINEERING IN TIMBER" folder illustrates the use of versatile TECO timber roof framing in one-story school construction. Tells how roof trusses are used for a modern, flexible school at a low cost. Timber Engineering Co., Dept. AB, 1319 18th St., Washington 6, D.C.

Circle No. W71 on reply card, p. 142

COMMERCIAL OR RESIDENTIAL . . . for either use, wall-to-wall vinylux lighted ceilings offer even illumination without glare. Brochure sketches both large and small area installations. Cites advantages. Seal-view Plastics, Inc., Dept. AB, West Conshohocken, Pa.

Circle No. W72 on reply card, p. 142

FOR A SLIGHT CHARGE

HOME INSULATION data is compiled in a 24-page illustrated catalog. A complete analysis of heat transfer problems is presented in this Alfol Data Book. Provides precise facts and figures. Send 10¢ to Reflectal Corp., Dept. AB, 200 S. Michigan Ave., Chicago 4, Ill.

GARAGE PLAN BOOK, profusely illustrated, is packed with ideas for building or improving garages. Tells how to get living space into garages. Covers design, decoration. Send 25¢ to Crawford Door Co., Dept. AB, Hoover Rd., Detroit 5, Mich.

BUILDER SAYS:

"Sherman-Gill Multi-Purpose Tool Releases 5-7 Men for Other Work"



Portable Tool Team Completes Seedbedding

Charles C. Ervin, president of Ervin Construction Co., Inc. of Charlotte, N. C., says, "It appears impossible to us for home builders to operate landscaping crews without the Sherman-Gill." The need for closer job control dictated the decision for the firm to do its own landscaping.

The tractor mounted Sherman-Gill prepares seedbeds after rough grading. It, alone, performs the six necessary operations—scarifying, grading, leveling, breaking clods, pulverizing and rolling. It also seeds with a special attachment.

The Sherman-Gill—combined with the Sherman Landscaper for rough grading—introduces a new concept of seedbed preparation. This team provides builders and landscapers with all the tools needed for seedbedding. And they can move from job to job on the tractor.

Take the advice of builders—get full particulars today.

Write for Bulletin No. 791.

Power Diggers
Loaders
Soil Working Tools

SHERMAN S PRODUCTS

Fork Lifts
Cranes and Excavators
Four-Wheel Drives

SHERMAN PRODUCTS, INC., Royal Oak, Michigan

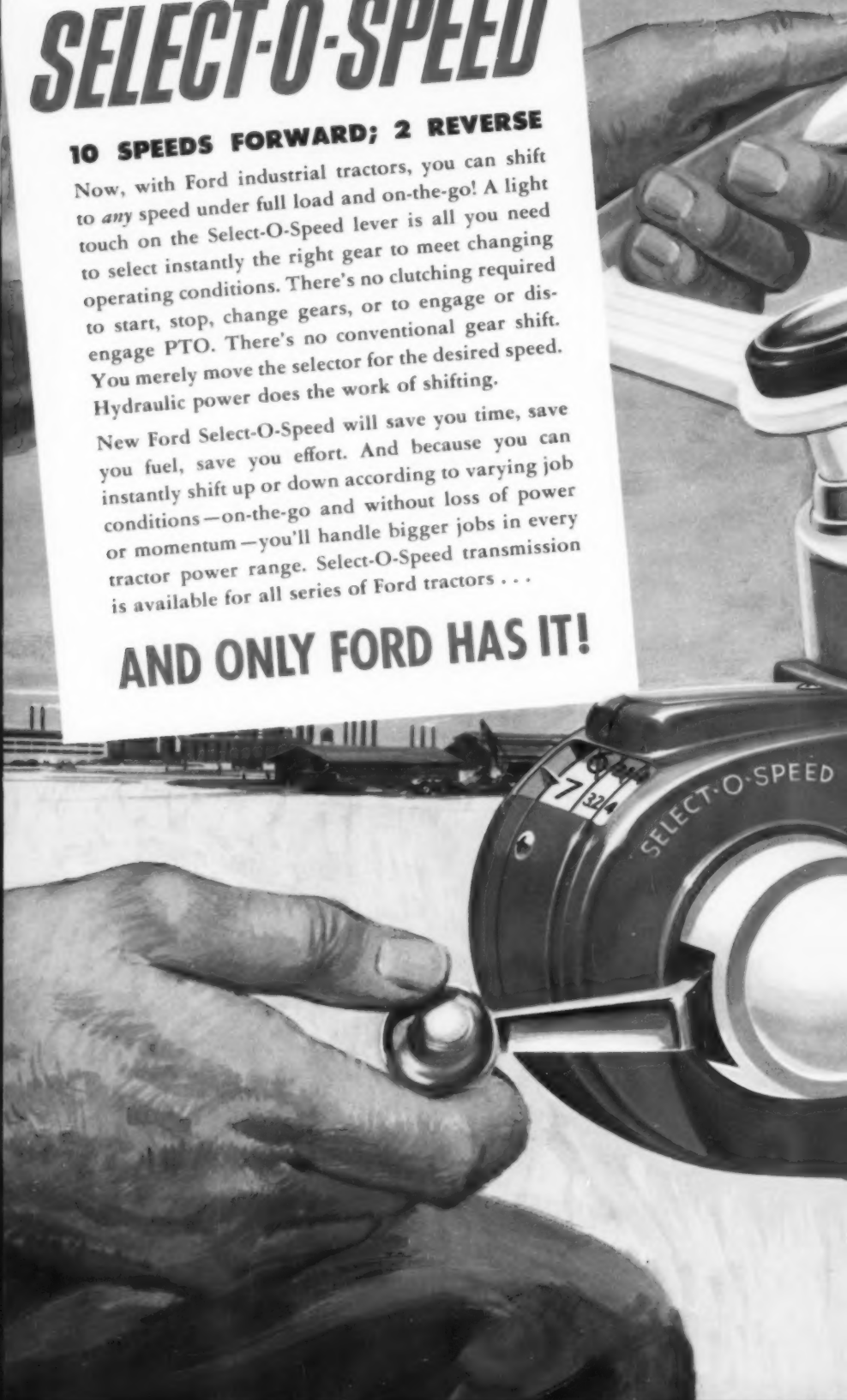
NEW! FORD SELECT-O-SPEED

10 SPEEDS FORWARD; 2 REVERSE

Now, with Ford industrial tractors, you can shift to *any* speed under full load and on-the-go! A light touch on the Select-O-Speed lever is all you need to select instantly the right gear to meet changing operating conditions. There's no clutching required to start, stop, change gears, or to engage or disengage PTO. There's no conventional gear shift. You merely move the selector for the desired speed. Hydraulic power does the work of shifting.

New Ford Select-O-Speed will save you time, save you fuel, save you effort. And because you can instantly shift up or down according to varying job conditions—on-the-go and without loss of power or momentum—you'll handle bigger jobs in every tractor power range. Select-O-Speed transmission is available for all series of Ford tractors . . .

AND ONLY FORD HAS IT!



Greatest Industrial Tractor Advance Since Hydraulics!



LOADING AND BACKFILLING—A touch moves the selector lever to pre-selected stops for easy back-and-forth shifting. You eliminate *five* clutch and gear shift movements every time you move from pile to truck to pile. Down-shift on-the-go as you buck into the pile. Break out heaped payloads every time!



GRADING AND LEVELING—Down-shift in a wink without loss of forward motion when you hit tough spots. As the load eases, shift up again for more speed, more fuel economy. Pull high spots into low ones with quick shuttle-type passes. Use Ford's low, low speeds for more "push" when needed, and for smooth, uniform finish work.



SNOW REMOVAL—With Select-O-Speed you have easy shifting to powerful low gears for big drifts, and to higher, fuel-saving gears when the going is easy. Extra safety is at your finger tips, too, with Select-O-Speed brake assist for stopping on ice.

Design, materials and/or specifications are subject to change without notice and without liability therefor.

SELECT-O-SPEED DETAILS, BACK PAGE 

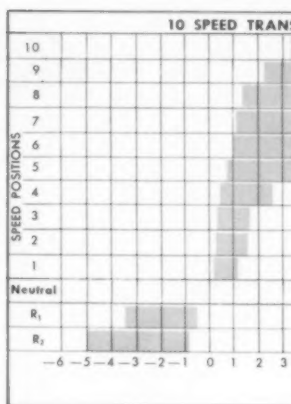
COPYRIGHT 1959, FORD MOTOR COMPANY

NOW!

Shift to any speed

on the
GO!

MATCH SPEED



Select-O-Speed lets you instantly match tractor speed and power for the job, but for minute-to-minute adjustments. Generous overlapping of the engine speeds makes it possible to shift between different gears.

EXTRA SLOW SPEEDS—Creep speeds down to 1 rpm. A finger touch calls for precision work the look of a crawl.

UP TO 18 MPH—Fast travel speeds for highway travel. Shift on-the-go without clutching.

SEE SELECT-O-SPEED IN ACTION AND LOOK FOR THESE FEATURES

QUICK-CHANGE LEVER—Select-O-Speed can be changed from side to side in less than a minute—a major time saver.

ADJUSTABLE STOPS—Pre-selected stops for the most common speeds desired in shuttle operation.

INCHING CONTROL—Foot pedal for inching forward or backward for starting heavy tow-loads or emergency stops.

NO "RUNAWAYS"—Rear wheel lock when engine is off, even on a slope.

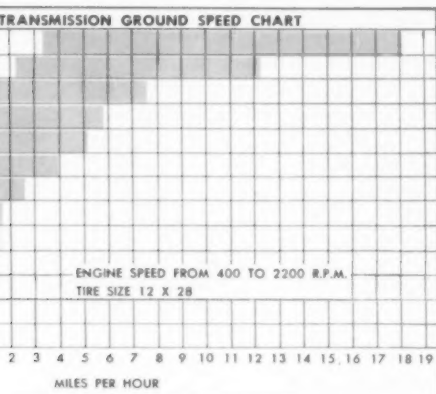
TRANSPORT DISCONNECT—Disconnects PTO from job to job at regular intervals.

INDEPENDENT PTO—Separate PTO for mowers, rotary cutters, etc. No ratio change and forward motion engaged.

What makes Ford Select-O-Speed different from any transmission is the way its four speeds are controlled—by hydraulics. So, regardless of gear or speed selection, the advantages of a gear type transmission—time- and effort-saving advantages—shifting of that transmission are eliminated.

Select-O-Speed is the way to a stronger transmission . . . stronger because it has as much gear tooth contact as any transmission . . . silent because it has no gear tooth contact.

D AND POWER INSTANTLY FOR PEAK EFFICIENCY



Instantly choose the exact combination of ground speed for top efficiency and fuel economy—not just minute-to-minute variations in operating conditions. The 10 forward and 2 reverse speeds at different engine speeds make it possible to get the desired ground speed in several

creep along as slow as .6 mile per hour at 1200 rpm. For extra power for tough spots. And you'll look of a hand finish!

Travel for light towing jobs, highway transport, extra safety at fast road speeds. You downshift.

ED FOR YOURSELF . . .

THESE FEATURES

Selector lever can be changed to left or right side—an added convenience for loader work.

Pre-select any of five gears and set stops for the operations. Stops are easily bypassed for other

Foot pedal operates feathering valve which lets you creep for attaching equipment, doing precision work, loads smoothly. It also interrupts power for emer-

Wheel locks when selector is in "Park" position. You can safely leave the tractor, even on

TRACT—Prepared in less than a minute to be towed by truck speeds.

Separate power take-off handle gives easy control for PTO, etc. PTO is completely independent of gear selection and movement of tractor and can be gradually

SELECT-O-SPEED RANGE, MPH			
Gear	Engine RPM		
	1200	1750	2200
10	9.8	14.3	18.0
9	6.7	9.7	12.1
8	4.1	6.0	7.5
7	3.2	4.6	5.8
6	2.8	4.0	5.1
5	2.1	3.1	3.9
4	1.3	2.0	2.5
3	1.0	1.4	1.7
2	.9	1.3	1.6
1	.6	.9	1.2
Neutral	—	—	—
R1	1.9	2.8	3.5
R2	2.8	4.1	5.1
Park	—	—	—

Handle Bigger Jobs in Every Tractor Power Range . . . And at Less Cost!

EXTRA DRAWBAR PULL—You can *double* your pull power merely by changing from 6th to 4th gear. Moving from 10th to 4th increases your power *8 times!* Start extra-heavy loads in a low gear; shift up as your tractor gains momentum. Shift down on-the-go through tough spots; up again when the work eases.

MATCH TO LIGHT LOADS, TOO—Save on fuel, on tractor wear by selecting higher work gears and throttling engine back to a lower rpm. Just look at the overlapping range of speeds in the table and graph above.

FAST, SAFE HIGHWAY HAULING—Start smoothly with your inching control . . . down-shift on-the-go for extra power as you climb the hills, and for brake assist as you come down. Bigger, faster, safer hauling—and all the while it "babies" your tractor!

What is SELECT-O-SPEED?

Select-O-Speed unique and boldly designed transmission ever seen in industrial tractors. Four-stage planetary system is compact. Select-O-Speed offers manual operation, "solid drive" and the other type transmission, and also the advantages of hydraulic power transmission.

The world's most advanced tractor gear because there is three times contact as in conventional trans-helically cut gears are always

in mesh, can't clash . . . efficient because there is no slipping, no appreciable power loss . . . simple to operate, one lever changes speeds . . . economical, saves time, fuel, and effort.

Seeing is believing. Trying is even better. Visit or phone your Ford Tractor and Equipment Dealer right now to arrange a demonstration of Select-O-Speed on the Ford tractor of your choice, or write to Ford Industrial Sales Department, 2500 East Maple Road, Birmingham, Michigan. You'll agree the new Ford Select-O-Speed transmission is the greatest tractor advance since hydraulics!





Checklist for Dredge Selection

Successful dredging operations require efficient use of time and labor, avoidance of downtime, and all-around capability of a dredge backed up by a builder of recognized merit.

Before you buy a dredge, be certain that the builder qualifies on all of the following points. You must be assured that he has complete responsibility for the performance of your equipment.

	ELLICOTT	BUILDER A	BUILDER B
Is the dredge a 100% unified machine, designed and built by a single engineering source?	✓		
Does the builder integrate all the parts into a balanced construction tool?	✓		
Can he assure the performance potential of the completed dredge?	✓		
Are his equipment recommendations based on your specific job requirements?	✓		
Is he willing to take complete responsibility for field performance?	✓		

Come to Ellicott first for real evaluation of the factors you must consider—in your own interest—to insure a sound investment in the dredge best suited to your needs.

ELLICOTT MACHINE CORPORATION

1637 Bush Street, Baltimore 30, Maryland, U. S. A.



Subsidiaries: Dragues Ellicott France, Paris, France; Ellicott de Mexico, Mexico City, Mex.; Dragas Ellicott do Brasil Ltda., Rio de Janeiro, Brazil; Ellicott Fabricators, Inc., Baltimore, Md.; McConway & Torley Corp., Pittsburgh, Pa.

Successors to the floating dredge business of the Bucyrus-Erie Co. and the American Steel Dredge Co. Complete engineering sales and repair parts service.

3017

BUILDER BOB SCHMERTZ, left, checks grading in his new low-cost development in Tom's River, New Jersey. At right is Will Thompson, who, with his father, has done all of Schmertz's earth moving for the past six years. A first-rate contractor like Thompson, Schmertz says, gives him the best job for the lowest final cost.

**Don't shop for price alone when
you're looking for an earth-moving sub,
says this builder. If you want the
most real value for your money . . .**



... hire the smartest sub

The builder who hires a cut-rate earth-moving contractor is buying trouble instead of a bargain. So says Bob Schmertz of Lakewood, New Jersey, a specialist in under-\$10,000 houses.

"In my price range," says Schmertz, "I've got to keep costs at a minimum. But I've found there's a big difference between the lowest price and the lowest final cost.

"Here are the points I think you should check in hiring an earth mover:

"Find a sub with the right equipment. Don't listen to the man who says, 'I can rent another bulldozer if I need it.' He'll need it the same time every other contractor does, and there'll be no extra rigs available. Make sure he has all the machinery your job will need.

"And check the condition this machinery is in. This will help you judge how he runs his operation. Besides, poorly kept machines will break down on the job and cost you time and money.

"Get references and check them carefully. Find out how good the boss is. You're hiring supervision as well as operators, and a good boss means good work with less checking on your part.

You profit when your sub makes money

"Make sure your subcontractor is a good businessman. If he manages his company well, he'll make a fair profit, and be anxious to keep working for you. If he doesn't, he's liable to go out of business half way through the job and leave you on the spot.

"Now you're ready to talk price. My advice would be, watch out for the contractor who offers a price way below the going rate. As I said before, it's to your advantage to see that he makes a fair profit. And remember that the actual cost of moving earth doesn't vary much from contractor to contractor. So the man who works for too little will



with the best equipment

have to take the difference out of your job. You'll be better off hiring a man of sound reputation who works at the going rate for your area.

"Look at the question of price this way. A sub who offers you a rate ten per cent below normal is either planning to cut corners, or to stretch out the work. But a man with top equipment and top operators can, and often does, do the job ten per cent faster. The final cost to you is the same, but the better man will give you a better job."

Is the builder who hires a good sub better off than the one who buys his own equipment?

"I think so," says Schmertz. "In the first place, I'd have to take over all the problems of maintenance. Then, I'd have to keep the machines working at least 70 per cent of the time, or lose money.

"But most important is supervision. The really good earth-moving bosses are in business for themselves. So by subcontracting, I get service better than I could hire myself."

Your earth mover wants to know about your business too

Says Will Thompson (above), Bob Schmertz's earth-moving contractor: "We're just as interested in the builder as he is in us. We always check his record before working for him. The reason is simple: we want to get paid. And if my builder folds up half way through a job, I'm in trouble. So I make sure he's a man of sound reputation."

How does Schmertz rate as an employer? "Well," says Thompson, "we've worked for him six years, and we hope to keep right on working for him. That's the best way I can answer that."

DICKERMAN'S COLUMN

(Continued from page 32)

ing and construction industries. And unless jurisdiction is settled, how can an employer be sure who actually represents, say, a man applying asphalt shingles to a roof? And what union is to be certified as the bargaining agent?

Jurisdictional disputes and organizational drives can, and all too frequently do, lead to secondary boycotts. (They are not the only causes. The secondary boycott has

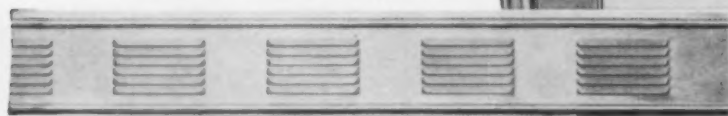
been used in recent years to prevent the use of labor-saving devices, new materials and new building techniques on the construction site). Moreover, the construction industry, because there is usually more than one employer working at a given time, is peculiarly vulnerable to secondary boycotts.

Because of the interrelation of these problems and because of their tremendous importance to home building and the construction industry, NAHB feels strongly that the piecemeal approach apparent in the legislation now before Congress

is wrong. The consequences could be highly dangerous. A more sensible approach would be concentrated study of all of the problems. This then could be followed in due course by the legislation required to make any changes found necessary in the present Taft-Hartley construction provisions.

Since this has not been done, and since the proposed changes are not essential to the "reform" which the legislation has as its major objective, NAHB believes they should be stripped from any labor measure Congress sends to the White House.

NEW Leigh TRIMVENT ... LIFETIME ALUMINUM



This new idea in attic ventilation is already high on the popularity list — for good reason! Trimvent does two important jobs for you:

- As an efficient *ventilator*, it distributes air circulation *evenly* the entire length of the soffit.
- Its continuous louver pattern makes an attractive *trim strip*.

And TRIMVENT slashes installation costs! Comes in 8-ft. lengths, installs like a board, completely eliminates cutting of ventilator holes in soffit.

There are Leigh ventilators for every house plan. They include **Attic Ventilators**, **Undereaves Ventilators**, **Roof Ventilators**, and stationary and adjustable **Triangle Ventilators**.

Write for Catalog

LEIGH BUILDING PRODUCTS

Division of Air Control Products, Inc.
1659 Lee St. Coopersville, Michigan

In Canada:

LEIGH METAL PRODUCTS LTD.
72 York St. London, Ont.



BUILDING PRODUCTS

Awnings & Canopies	Aristocrat Mail Boxes
Closet Accessories	Full-Vu Bi-fold Doors
Outdoor Accessories	Ventilators
Ventilating Fans	Range Hoods
Folding & Sliding Door Hardware	

NORTHUP'S COLUMN

(Continued from page 31)

Builders and dealers pioneered in the field several years ago with trusses. For some time, these were the one component most likely to be used. Since that time wall panels, floor panels, and interior partitions have been added as yard-built structural components. Coupled with these are the many assembled components for immediate installation. Such items include kitchen cabinets, closet walls, prefabricated chimneys, appliances, prehung doors, etc.

A definition here of a component may be helpful in realizing the full impact of component utilization. I use "component" as any material or group of materials delivered to the job site in a state of assembly that requires a minimum of labor for final installation.

Because of the packaging and merchandising of complete home units from the above lists of available components, many gains can be counted by the home builder and lumber dealer:

- Precutting plays an important part;
- Shipment to site is reduced by delivering only those units needed at any one time. Material is placed near the spot where it will be used rather than at random;
- Faster erection and building schedules permit lower capital investment. And, with a more rapid turnover, more houses can be built in a given period without substantial increases in the labor force;
- Estimates can be met because of known cost factors.

Builders, hand-in-glove with their lumber-dealer allies in the field of components, are fast awakening to the challenge of the 60's, which is the next predicted zenith for our industry.

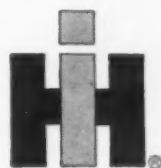


utility earthmovers

now teamed with International® tractor brawn!

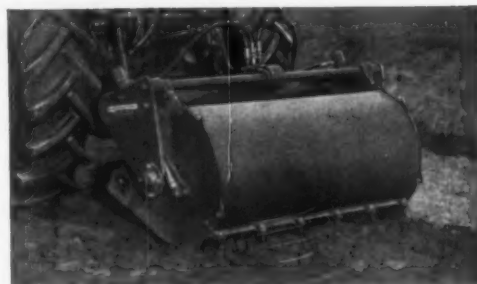
Famous Danuser utility earthmovers—blade, scarifier-scraper, and the amazing new Terra-Scoop—are now nationally distributed by International Harvester. *More than ever*, this makes your IH Dealer the man to see for *heavy-duty* utility tractors and matching equipment to cut your costs on grading, leveling, backfilling and other utility earthmoving!

Rate your tractor needs job by job—six International power ratings on wheels let you select the size you need. There's an IH Dealer near you—he'll gladly demonstrate. For his name and copy of utility tractor specification catalog, write International Harvester, Dept. AB-5, P. O. Box 7333, Chicago 80, Illinois.



See your
**INTERNATIONAL
HARVESTER dealer**

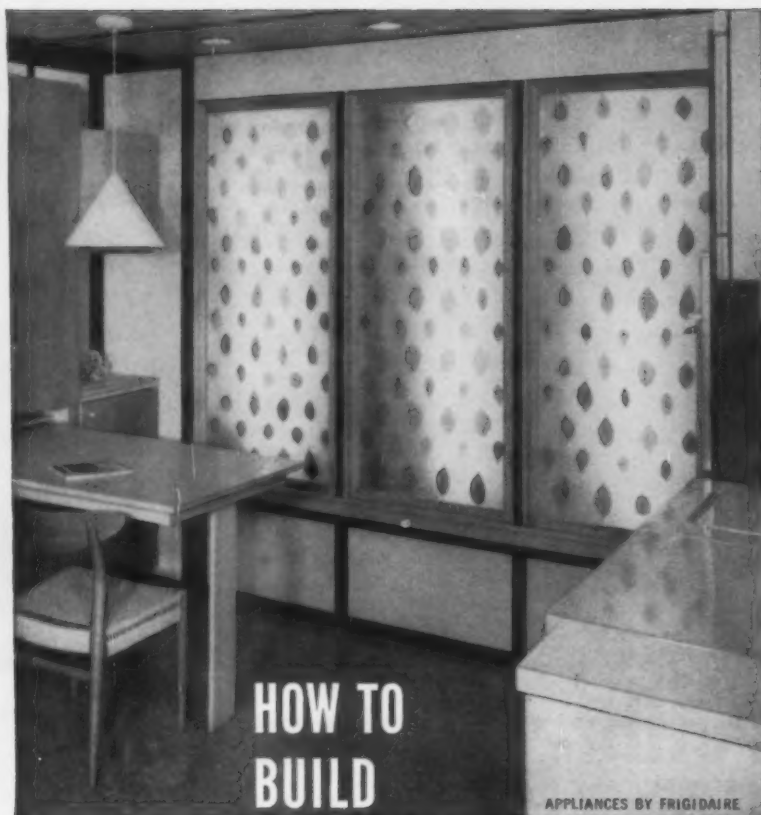
International Harvester Products pay for themselves in use—Farm Tractors and Equipment . . . Twine . . . Commercial Wheel Tractors . . . Motor Trucks . . . Construction Equipment—General Office, Chicago 1, Illinois.



Terra-Scoop loads, hauls, and spreads like large earth-moving scrapers . . . and backfills too! Carries 15.5 cu ft, heaped; moves 25 to 30 cu yds hourly on short hauls.



Scarifier-Scraper rips hard-packed materials for easy digging, faster cycles. End plates allow loads to be stockpiled, or "floated" to fill low spots.



HOW TO BUILD PRIVACY WITH NATURAL LIGHT...

APPLIANCES BY FRIGIDAIRE

Use Wasco Acrylite Decorative Paneling

Acrylite transmits light—Even more than other translucent panels! Different from laminated plastic sheets, Acrylite is a *solid* acrylic sheet with natural foliage and fine fabrics *truly* embedded. It spreads softly diffused light, yet lets you see the design elements clearly, in all their beauty.

Acrylite helps sell houses—Acrylite is more appealing to women. Its magic transforms an everyday house or room into a thing of beauty. The smooth, glossy surface never needs painting or refinishing, polishing or waxing. Simply wipe clean with a damp cloth. Its beauty is everlasting.

Acrylite is safe and easy to install—Light and shatter-proof, you can saw it, drill it — install it anywhere with hand tools. Use it for doors, dividers, ceilings — indoors or out. Write today for a free sample of Acrylite and a descriptive booklet.



WASCO
PRODUCTS, INC.
8 BAY STATE ROAD
CAMBRIDGE 38, MASS.

In Canada: Wasco Products (Canada) Ltd., Toronto 15

IMPACT

(Continued from page 11)

... The two lead editorials which you say express the opinion of a large segment of your industry, are interesting and informative. I shall give this matter further study and hope to be in a position to take intelligent action when housing legislation is proposed.

David S. King

U. S. Representative, Utah

... I have read these publications with interest and had them before me when the Committee on Banking and Currency, of which I am a member, considered the Housing Act of 1959.

Jacob K. Javits

U. S. Senator, N. Y.

... I quite agree with you that the time is overdue for sound, long-range housing legislation. ...

Gale W. McGee

U. S. Senator, Wyo.

... The information is presented in excellent and useful form.

Lyndon B. Johnson

U. S. Senator, Tex.

... I agree that the answer to future housing lies in part with Congress, but I am sure you will agree that Administration attitudes will also play a large part in the ultimate answer.

The newspaper editorials are ... interesting. ...

Emilio Q. Daddario

U. S. Representative, Conn.

... I am sure this report will be helpful to me.

Frank W. Burke

U. S. Representative, Ky.

... I am glad to have the information ... and will keep it handy for reference.

Edwin B. Dooley

U. S. Representative, N. Y.

... I cannot understand how anyone who is aware of our national growth and the great future of this country can ignore the ever-expanding needs for more and better housing. ...

Vance Hartke

U. S. Senator, Ind.

... I am, of course, vitally interested in housing and sincerely hope this session of Congress comes up with good, sound legislation to provide it adequately and sensibly.

Donald J. Irwin

U. S. Representative, Conn.

Why is the WORK BULL 1001 so POPULAR and PROFITABLE?

BECAUSE-

Massey-Ferguson has met the challenge to produce a shovel-loader that

- masters a multitude of jobs
- represents low investment
- out produces larger, more expensive machines
- fills the gap between specialized equipment and small utility loaders
- makes maximum use of its power instead of depending upon brute strength alone.

Seeing is believing. Let your Massey-Ferguson Industrial Dealer demonstrate how this one-cubic yard (payload) unit cycles faster with instant reversing to do more work than machines that cost thousands more. Find out why it digs and gains traction as it loads — and how it has extreme maneuverability and telescopic reach. Check out its many time- and money-saving attachments. You'll see why it pays off on all jobs — large or small.



with **INSTANT REVERSE** and
TORQUE CONVERTER
a TOUCH OF YOUR TOE —AWAY YOU GO—
FORWARD or REVERSE

NO CLUTCHING . . . NO SHIFTING . . . NO LEVERS TO PULL

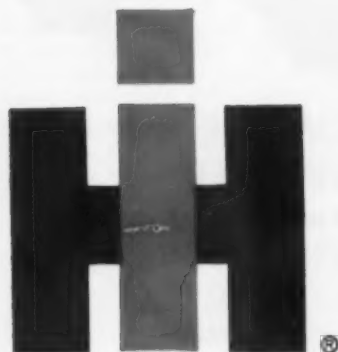
WRITE FOR LITERATURE and NAME OF NEAREST DEALER



MASSEY-FERGUSON INDUSTRIAL DIVISION
1009 SOUTH WEST STREET • WICHITA 13N, KANSAS

NEW INTERNATIONAL

New look! New custom interiors!



International Harvester Company, Chicago
Motor Trucks • Crawler Tractors
Construction Equipment • McCormick®
Farm Equipment and Farmall® Tractors

Engineered with more than style in mind, this INTERNATIONAL pickup combines ruggedness and ability! Choose from two body types—extra-wide, extra-capacity "Bonus Load" or standard (as shown). Low-to-ground design makes for convenient load

accessibility. Reinforced with box-type construction and all-steel ribbed floor, these are among the toughest pickup bodies in the business. INTERNATIONAL gives you everything for comfort, from new instrument panel to accelerator pedal!

INTERNATIONAL® TRUCKS

WORLD'S MOST COMPLETE LINE

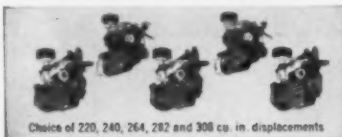
INTERNATIONAL® TRUCKS

New loadspace! New truck-designed power!



You name it—they do it! NEW INTERNATIONAL models up to 33,000 lbs. GVW are ready to handle any assignment . . . the tougher the better. They're powered by truck-specialized "six" or V-8 engines. They're distinctively and durably styled with dual headlights and the largest one-piece anodized aluminum grille on any truck. They're the newest additions to the world's most complete truck line . . . at your INTERNATIONAL Dealer's now!

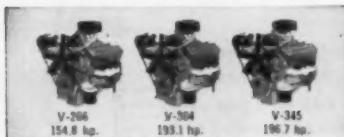
Choose from 5 economy-proved INTERNATIONAL "SIXES"



Choice of 220, 240, 264, 282 and 300 cu. in. displacements

All-time, any-time favorites for efficient power at low cost . . . now better than ever! They're short-stroke, low rpm. engines designed for truck loads, truck speeds, truck work exclusively. Latest improvements through research extend engine life and reduce maintenance. Available in a range of horsepower to suit your needs exactly.

Optional...3 new value-proved INTERNATIONAL V-8's



V-206 154.8 hp. V-304 193.1 hp. V-345 196.7 hp.

Real money savers that bring brand new economy to V-8 operation! They deliver astonishing mileage from regular gas . . . smooth, lively power with next-to-no oil consumption. Proved by tests. Proved on actual truck jobs. Optional in new INTERNATIONALS from light-duty pickups to medium-duty stakes to heavy-duty six-wheelers.

Shipped within 24 hours of order from INTERNATIONAL Truck Sales Processing Center! This new INTERNATIONAL model BCF-182 six-wheeler, with 96-in. bumper-to-back-of-cab dimension and 28,000 lb. tandem axle, is equipped with body, hoist, frame reinforcements . . . all the standardized equipment you need! Besides fast delivery it offers "take-any-terrain" ruggedness and easy-handling maneuverability for "tight" working conditions . . . husky "six" or V-8 power. Ask your INTERNATIONAL Dealer for full details.



AS LOW AS

\$25 PER ZONE...

GIVES YOUR HOMES THE STRONG
MERCHANDISING ADVANTAGE OF EDWARDS
PROVEN ZONE-CONTROL HEATING SYSTEM.

- Edwards Zone-Control Heating System costs as low as \$25.00* per zone more than non-zone systems. *(average installation)
- Zoned heat gives you a strong merchandising advantage...helps you sell homes faster.
- A complete installation package can be installed in just 1 day by 2 men.
- Edwards Zone-Control Heating System, proven through thousands of installations, can give you up to 6 zones, yet uses only one pump, due to Edwards' positive-action motorized valve system.
- Complete package weighs under 400 lbs.
- 20 year guarantee.
- Brings quality zone-control base-board heating prices within reach of lower priced development housings as well as custom built homes.

Write, wire or phone
for complete information
and brochures.



EDWARDS
ENGINEERING CORPORATION

201 Alexander Ave., Pompton Plains, N. J.
Telephone: TEMple 5-2808



ROSEMAN TILLER-RAKE

Time, labor and money saver for Landscapers and Builders.

This one tool . . . Scarifies, Grades, spreads, levels and finish rakes. Prepares a full 7 ft. swath of ground into a perfect, improved seed bed at substantial savings in

Tractor operation, man hours and money invested in other equipment. No need to load and haul plows, discs, blades, drags, to and from jobs. The savings are tremendous. Hundreds sold coast to coast.

ROSEMAN TRACTOR EQUIPMENT CO.
2617 CRAWFORD AVE. PHONE UNIVERSITY 4-1842 • EVANSTON, ILLINOIS, U.S.A.

CAULKING GUN LOADER

SAVES

4 WAYS

in time, money, material and labor. This manually operated loader fills caulking guns with caulking, glazing, pointing, sealants, etc. compounds in seconds! Will load one-pound gun in two strokes. Saves over 30% in materials and 75% of time.

Write For Literature

FORCE-FLO, Inc.

P. O. Box 2442, East Cleveland 12, Ohio
MU 1-9200



DEALERS INVITED

AMAZING NEW TRENCHING TOOL DITCH WITCH

Model M-3
Self-Propelled

1200-2400 FT.
IN 8 HRS.

TRENCH COST
USUALLY
ABOUT
2¢ A FOOT

EARN
\$120.00
A DAY

IF IT CAN
BE DUG...
DITCH WITCH
WILL DIG IT!

FEATURES: Sealed planetary geared reduction unit eliminates excess belts, sheaves, chains and sprockets. Telescoping boom and sectional chain easily adapt unit for maximum performance on any job.

Trenches 3-8" wide, up to 4' deep; digs road crossings; gas, water, electric and telephone service lines; undercuts sidewalks; and trenches for ground wires, street lighting, traffic signals, sprinkler systems, footings, etc.

**CHARLES
MACHINE WKS., INC.**
PERRY, OKLA

Distributors all over the world sell, rent and service Ditch Witch trenchers. Contractor's service is available everywhere at reasonable rates. For further information, write, wire or call.

CHARLES MACHINE WORKS, INC.
631 B Street, Perry, Okla.

Gentlemen: Please send the information checked, at no obligation.

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☐ Literature ☐ Rental Information

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Address _____

City _____ State _____

AMERICAN BUILDER



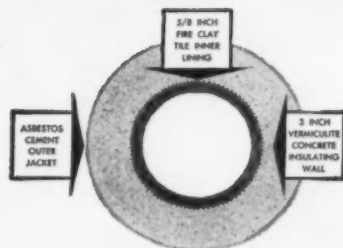
NEW
Butyl-Finish
Helps Keep
Original Color
and Beauty!

Van-Packer Chimney with permanent masonry flue goes up in 3 man hours

Embossed-brick design housing of the Van-Packer Chimney looks attractive and *stays* looking that way. New Butyl-finish protects against discoloration . . . helps retain original color and beauty. The Van-Packer Chimney is long-lasting, too. Permanent masonry flue sections won't corrode, are UL listed for all fuels, safe even for incinerators.

Installing a Van-Packer is fast. One man can install it in 3 hours or less without special skills or tools. It comes completely packaged and labeled, with everything provided, including flashing. The two-foot masonry sections are joined with special acidproof cement and secured with snap-lock drawbands.

Van-Packer Chimneys are available everywhere, and can be delivered to your job site exactly when needed. See "Chimneys — Prefabricated" in the yellow pages, or write for Bulletin RS-1-12.



Van-Packer flue sections feature masonry construction for permanence.



One man can install a Van-Packer in three hours or less, saving up to 40%.

VAN-PACKER

Division of **FLINTKOTE** America's Broadest Line of Building Products
 Van-Packer Co. 1232 McKinley Ave., Chicago Heights, Ill. • SKYline 4-4772

If you "spend" as little as 4 HOURS
it will pay you to

as little as
\$9200
PER MONTH

COMPLETE with 11-cu. ft. bucket, f.o.b.
factory, after average down payment, or
trade-in—plus freight, taxes, installation.
Price subject to change without notice.



QUICK-CHANGE TO SPECIALIZED ATTACHMENTS FOR BIG TIME-SAVINGS



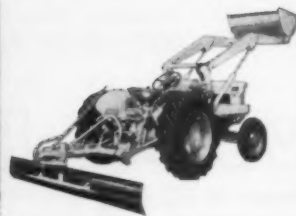
PALLET FORK
Adjustable tines



CRANE BOOM
15' lift, 5' reach



BULLDOZER
6' tilting blade



ALL-PURPOSE BLADE
6' or 8', adjustable angle and tilt

a day on hand-labor jobs...
own a **CASE**®.

Utility **LOADER**



4 MAN-HOURS A DAY SAVED on miscellaneous hand-labor digging and lifting jobs, will quickly pay for a Case 210 *Utility Loader*. It speeds building schedules, cuts subcontract costs, does those time-consuming chores at a fraction of the cost of high-wage manpower.

Handy for all sorts of work

"210" with bucket economically handles a multitude of small-yardage jobs... loads, backfills, spreads, carries, finishes. With quick-change front pallet fork it moves and stockpiles materials... with blade, converts to dozer for backfilling, grading. Interchangeable crane boom gives you high lift and long reach... hitch-mounted all-purpose rear blade is ideal for finishing, terracing, general landscaping. Optional backhoe cuts 10'-deep trenches and footings; wide assortment of hitch-mounted tools for land forming, seed-bed preparation, etc.

Tops as a loader

In addition to its all 'round versatility, the Case 210 is tops in its class as a straight loader. Its 126-cu. in. high-torque engine and powerful hydraulics give you smooth loading action. Husky unit exerts 2150 lbs. breakaway, quickly lifts 1000-lb. loads, clears 8'5" after dumping for fast dump-and-go. Long, trouble-free life is assured by ferrometallic clutch, rugged transmission, anti-friction bearings in drive, one-piece forged front axle, and a host of other heavy-duty features. Optional power-steer and synchronized shuttle transmission.

Get complete information and a field demonstration of the Case 210... or other larger-capacity wheel and crawler machines in the Case *Utility* line. Just check and mail this handy coupon today for convincing proof that if you spend as little as 4 hours a day on hand labor, it will pay you to own a Case 210.



BACKHOE
10' dig-depth

CASE®

J. I. CASE CO., RACINE, WIS.

J. I. CASE CO., Dept. E1409, Racine, Wisconsin, U.S.A.

Send free details on Case *Utility* machines:

- | | |
|--|------------------------------------|
| <input type="checkbox"/> Wheel tractors | <input type="checkbox"/> Backhoes |
| <input type="checkbox"/> Crawler tractors | <input type="checkbox"/> Fork Lift |
| <input type="checkbox"/> Loaders | <input type="checkbox"/> Dozer |
| <input type="checkbox"/> Please arrange a free demonstration | |

Name Position.....

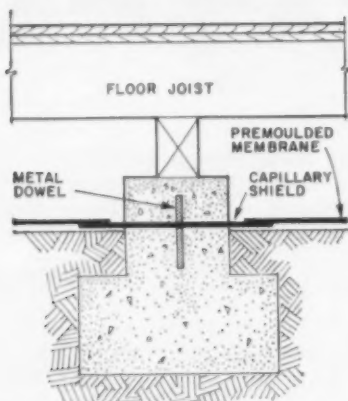
Company

Address

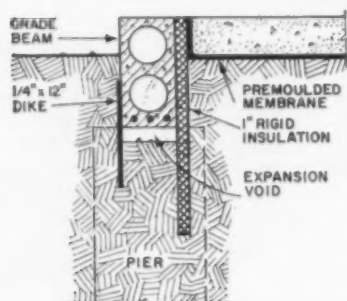
City State.....

CU-L-105

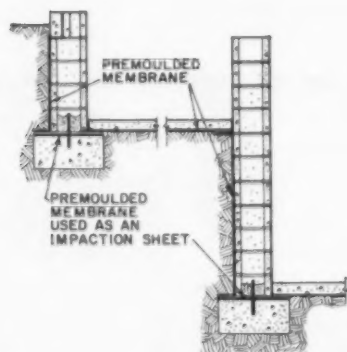
13 ways premoulded membrane



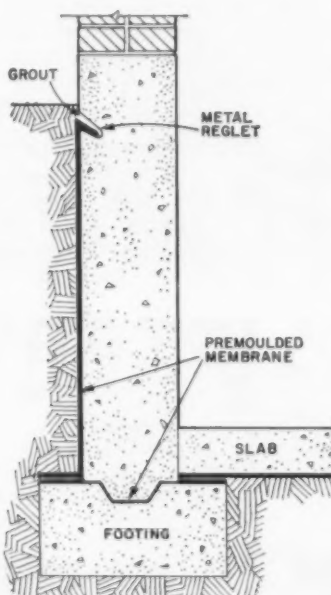
1 In crawl-space piers



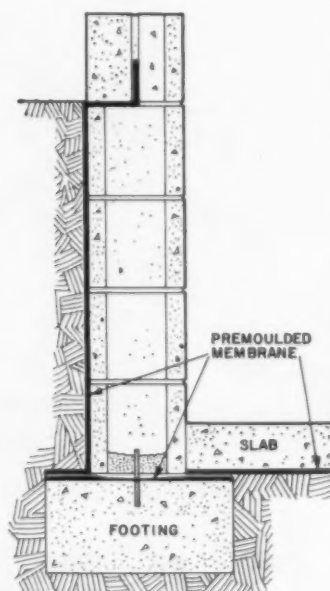
2 At grade beams



3 In hillside foundations



4 On poured walls



5 On block walls

One of the home builder's worst enemies is water vapor. When it builds up in a structure, it cracks the plaster, discolors and blisters the paint, mildews carpets, encourages the entry of termites, and rots and warps the wood. Obviously, it must be kept out.

Some water vapor originates within the house, from such living activities as cooking, bathing, washing, etc. However, most of it—about 80 per cent—enters from underneath. Tests have shown that in 24 hours, 1,000 sq. ft. of enclosed crawl space can admit 100 lbs. of moisture. Therefore, the best way to prevent moisture damage is to create a vapor barrier—a "Hidden Value"—in the foundation.

The most effective material for such a barrier is premoulded asphalt membrane. Used as shown here, it gives considerably more protection than other commonly used substances. It is laid in 4x8-ft. sheets, directly over the hard-tamped

...and here's where

GUIDE FOR THE MONTH OF MAY

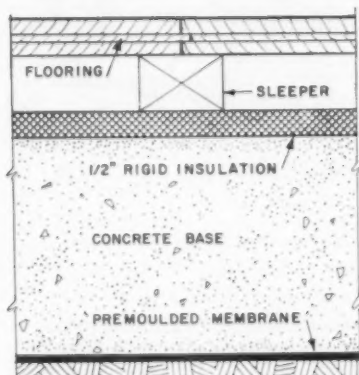
gives "Hidden Value" protection...

grade or fill with 6-in. head and side laps. Nonsetting asphalt applied to these overlaps allows the slab—which is poured over the membrane—to expand and contract without breaking bond.

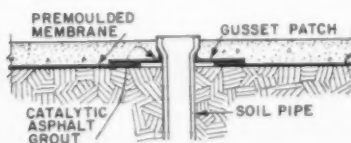
Premoulded membrane is an asphalt hardboard. Its main component is a core of high-melting-point asphalt combined with mineral fibers and fine mineral aggregate. The core is sealed between two liners of asphalt-impregnated, weather-coated kraft or felt. The resulting sheets are sturdy enough to resist damage from wheelbarrows, workmen's feet, etc., until the slab is poured.

The illustrations used on these pages are from the booklet, *Design Techniques for Controlling Moisture and Condensation in Building Structures*. For more information on premoulded membrane, write to W. R. Meadows, Inc., in Elgin, Illinois, who supervised publication of that book.

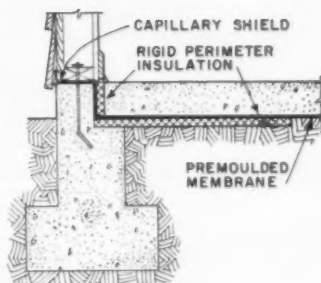
you can use it



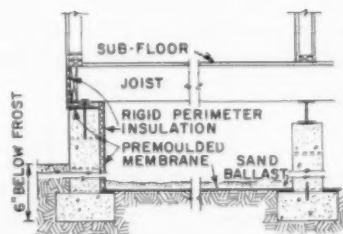
6 With on-slab strip floors



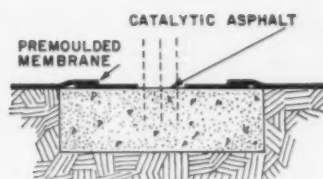
7 Around drain tiles



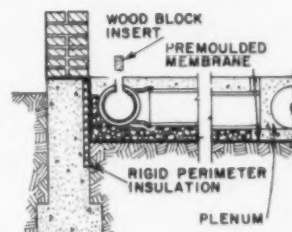
8 Under typical slabs



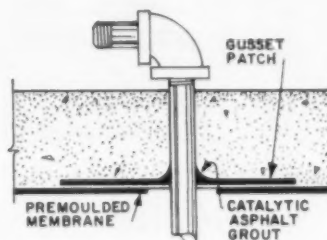
9 In typical crawl spaces



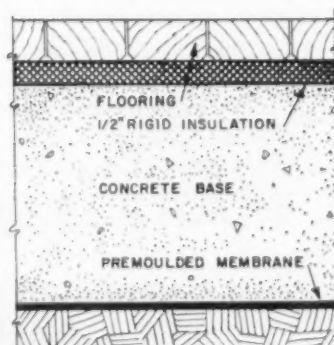
10 At rod footings



11 Under heating ducts

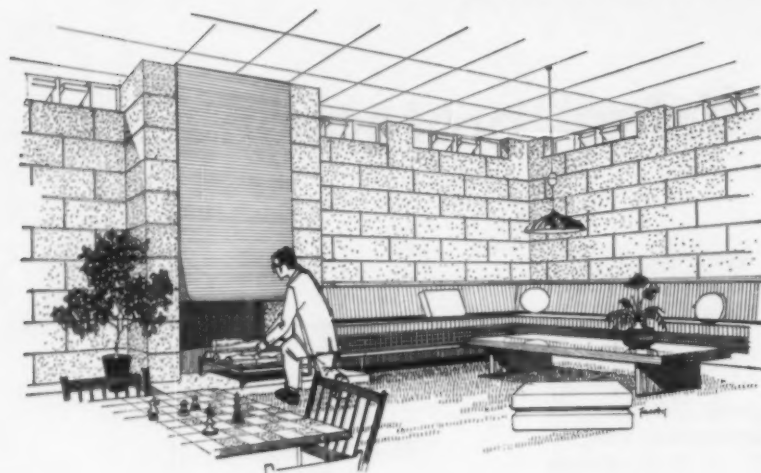


12 Around plumbing lines



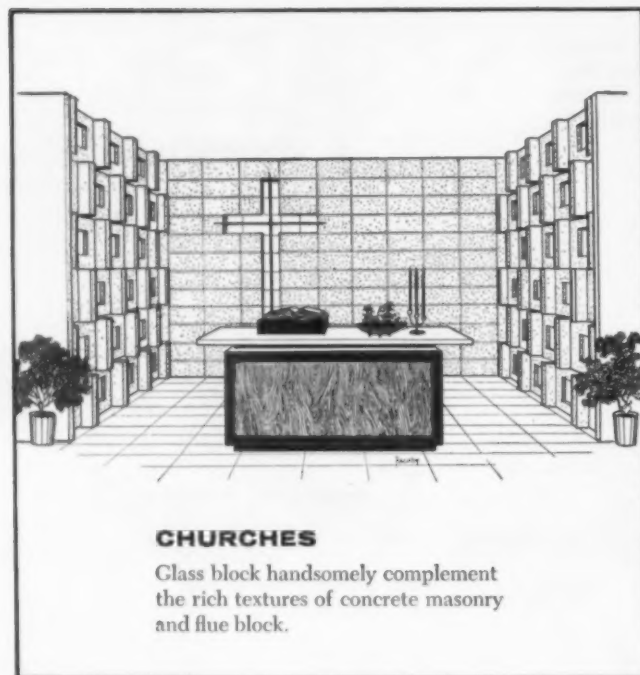
13 With on-slab floors

So many distinctive designs begin with Owens-Illinois Glass Block...



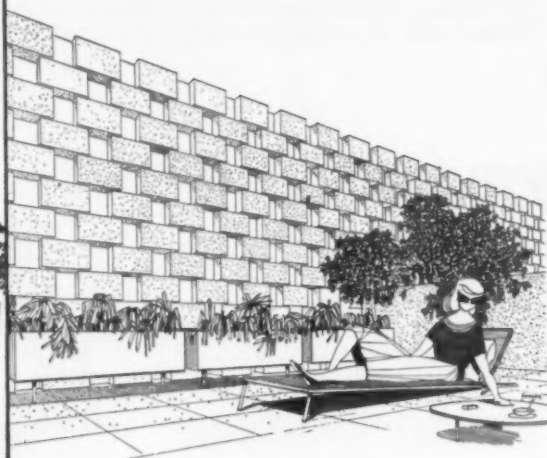
BASEMENTS

O-I Glass Block and Panel Vent units are set between concrete masonry piers to provide perimeter illumination and ventilation.



CHURCHES

Glass block handsomely complement the rich textures of concrete masonry and flue block.



OUTDOOR TERRACES

A terrace wall of Owens-Illinois Glass Block and concrete masonry provides privacy and an elegant decorative effect.

Plan now to add the beauty of Owens-Illinois Glass Block to your new buildings. A new idea-packed booklet, "Ideas Unlimited," prepared for Kimble Glass Company and the National Con-

crete Masonry Assn., by Robert M. Engelbrecht, A.I.A., is now available to help you. For your copy, write Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-5, Toledo 1, Ohio.

OWENS-ILLINOIS GLASS BLOCK
AN **I** PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO



Mr. S. De Marco, Vice President, Campanelli Brothers, Inc.

“Vaporstop under concrete slabs is easier to handle and saves us about \$10.00 a house compared to 6 mil plastic”

states Mr. S. De Marco, Vice President, Campanelli Brothers, Inc., So. Braintree, Massachusetts

Builders like Campanelli Bros. know that tough, rot-resistant Vaporstop is lower in material cost and saves labor. Unlike thin, flimsy plastic, it has the strength to resist tearing and puncturing during application. Vaporstop has body, too, to make it “behave” on a windy job.

Vaporstop is ideal as a vapor barrier under concrete and as a ground cover in crawl spaces. Stops

The Sisalkraft line includes Orange Label Sisalkraft,® reinforced waterproof building paper; Copper Armored Sisalkraft,® electro sheet copper flashing; Sisalation,® reflective insulation; Moistop,® reinforced paper and polyethylene vapor barrier; Vaporstop®, rot-resistant vapor barrier; Seekure®, non staining waterproof paper; Sisal-Glaze®, Eskay-Lite® and Sisalite,® clear plastics.

*Reg. Applied for

moisture migration through floors. Meets FHA and VA Minimum Property Requirements for these uses.

Available in widths of 36", 48", 60", 72", 84" and 96" from Lumber and Building Supply Dealers.



SISALKRAFT PRODUCTS ARE AVAILABLE IN CANADA THROUGH MURRAY-BRANTFORD LIMITED, MONTREAL

" WHY I SUBSCRIBE TO AMERICAN BUILDER "

How else could I upgrade my men so cheaply?

I have it mailed right to their homes - which immediately builds them up with their families.

They come to me and say: "Did you see that way to handle wallboard in the last American Builder? I was thinking we might try it on the next job." Or: "That fellow in Detroit gets under cover in half the time we do. How about our switching to a system like his?"

They're coming to me with ideas - instead of my always prodding them!

How else could I get so much more out of a man for just about the price of a hammer?

— A BIG BUILDER

I read American Builder because I'm in the idea business

Maybe it sounds pretentious for a builder to say he's in the idea business - but that's exactly the business I'm in.

If I get a better idea for a house design, more people want it. A better idea for assembling a truss saves me money. A better merchandising idea means a quicker sale, maybe a better price.

I need ideas for cutting waste, getting more out of my crew, making better use of tools...

In fact, one of the most important things I do every month is to go through American Builder for ideas. It's one thing I never put off. The sooner I get an idea working for me, the sooner it starts making me money.

— A SMALL BUILDER

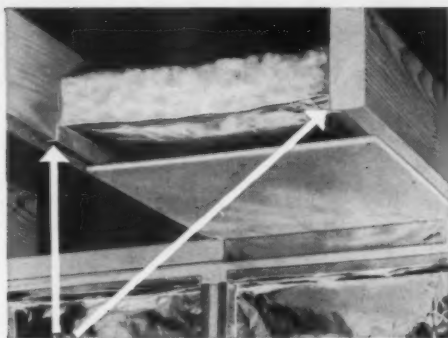
Want to subscribe for your key men?  Or for yourself?

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Emmett St., Bristol, Conn.
Yes, enter my subscription for one year of American Builder at \$3.50 with money-back guarantee if I am not delighted.
Amt. enclosed \$..... ☐ Bill me
Send to: _____
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City, Zone, State: _____
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Here's quality you can demonstrate and sell!



New, exclusive Reinforced "Double-Fold" Tabs



Double-thick tabs have greater staple-holding power



JOHNS-MANVILLE FIBER GLASS home insulation gives home buyers more comfort-benefits at no extra cost

Better insulation performance. In winter, Johns-Manville Fiber Glass home insulation responds quickly to temperature changes—helps heating systems to operate more efficiently in maintaining home comfort. Saves heating fuel dollars.

In summer, it helps to hold back daytime heat. Because it does not retain heat, even homes without air conditioning cool off faster after sundown. In homes with air conditioning, electric power bills are lower.

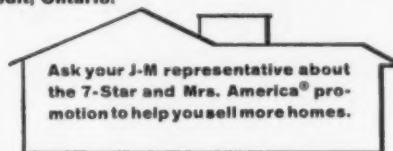
Reinforced "Double-Fold" Tabs. This new and exclusive feature permits a tighter vapor seal. Tabs extend around the corner and onto the face of the framing member. When a plaster base (or dry wall) is added, the barrier against moisture travel becomes even tighter. The "double-fold" tabs, formed by two thicknesses of Kraft paper and one of aluminum foil, enable the staples to do a better anchoring job.

Aluminum foil facing on one side. This permits the insulation to "breathe" toward the outside... while the facing reflects radiant heat and acts as a vapor barrier.

Resists settling and shrinking. Because of its resiliency, Johns-Manville Fiber Glass insulation retains its full thickness, fits snugly against studs and joists. It will not slump at the edges or sag between joists... will not rot or crumble to waste heating and cooling dollars.

Easy and quick to apply. Contractors and workers like to use J-M Fiber Glass insulation because it is lightweight. One man can insulate an average home in a matter of hours. J-M Fiber Glass insulation holds itself in place between studs or joists until fastened. It is pleasant to handle. Installation time and cost are cut to a minimum.

For additional information and name of nearest distributor, write: Johns-Manville, Box 111, New York 16, N. Y. In Canada, Port Credit, Ontario.



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JOHNS-MANVILLE



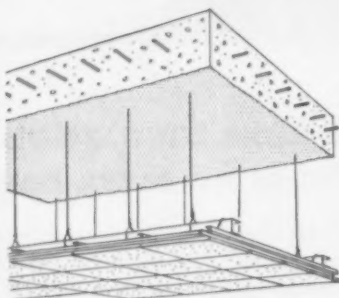
WHAT



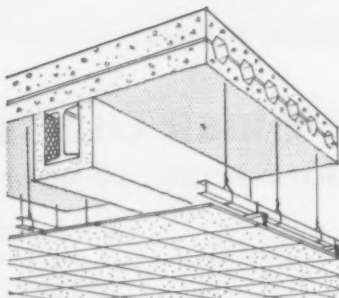
**This new tile system
absorbs sound,
has high fire rating**

THESE new Armstrong Acoustical Fire-Guard tiles (held by Armstrong's E. J. Hodapp) look identical. The one in his right hand was subjected to intense heat and flames for six hours in Underwriters' Laboratory tests. New tile system remained intact, even at 2,000° F.

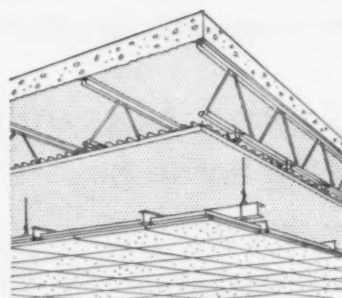
It promises to make these methods of fire-proofing obsolete



REINFORCED CONCRETE is protected by suspending acoustical ceiling from the slab with metal hangers.



IN STRUCTURAL STEEL SYSTEMS, insulating material is sprayed on undersides of members.



THIN CONCRETE FLOOR is shielded by intermediate plaster ceiling suspended beneath it.

New tile system is installed in these three steps:

HOW



1. Galvanized-steel main runners are attached by means of steel clips to the undersides of steel joists.



2. Splines snap into main runners, are centered to straddle tile joint. Each spline holds four tiles.



3. Tiles are interlocking. They are supported at corners by splines fitted into the tile kerf.

OTHERS SELL VENTILATION



Trade-Wind SELLS COMFORT!

Combine the quality features of Trade-Wind Space Saver Hoods and the result is GREATER COMFORT for the customer.

This new line of Trade-Wind Ventilating Hoods gives the customer:

- ... Quiet, powerful ventilating that tops everything on the market.
- ... Cabinet space entirely free for storage.
- ... A new style trend in hood design which is highlighted by the custom look of Trade-Wind craftsmanship.

All this means greater comfort and satisfaction for the user.

Trade-Wind Motorfans, Inc. 7755 PARAMOUNT PLACE, DEPT. AB, PICO RIVERA, CALIF.
DIVISION OF ROBBINS & MYERS, INC.

**BUILD
HOUSE
SALES**
with ...



calder

OVERHEAD SECTIONAL GARAGE DOORS
the door that floats ... on lifetime bearings

1 QUALITY

GUARANTEED FOR THE LIFE OF THE DOOR. Only Calder doors float on lifetime bearings. All rollers and sheaves are permanently grease packed at the factory. Calder Wedge-Tight action fits like part of the wall.

Even a child can raise a Calder door. (New Snap Latch action locks door shut automatically).

**2 SALES
and
SERVICE**

In your Demonstration homes, trained Calder salesmen spark interest with radio controlled doors ... provide free, colorful literature ... demonstrate famous Calder quality to help sell the house!

FREE CATALOG...

illustrates full line of residential and commercial garage doors, many more top quality features.

calder MANUFACTURING COMPANY
LANCASTER 12, PENNSYLVANIA

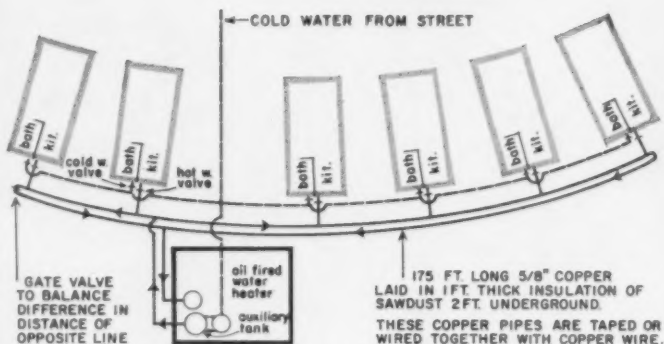
American
Builder

TRAINING YOUR MEN

How to do it better

At a very low cost ...

... a way to provide instant hot water for resort cabins



The article on how to build in instant hot water (Oct. '58, p. 190) was a good one.

This sketch shows an installation in which I used a central heating unit to heat water for a group of resort cabins.

I connected an oil-burning (gun-type) water heater to a 130-gal. auxiliary 2x6' tank. From the top of this auxiliary tank hot water at 130° flows to six cabins. It returns to the center of the auxiliary tank, where a Bell and Gossett booster pump is installed in the return line. A pump like the one I used is shown in an ad on p. 75 of the Oct. '58 issue of AMERICAN BUILDER.

It takes only two minutes

for the water to make a complete circuit of the system. The 5/8" copper lines are either wired or taped together every 2' and laid in sawdust 1' thick surrounded with black asphalt paper. These lines are about 2' underground, just above the ground water level.

All cabins have shut-off wheel valves in 18x18" open-bottom concrete boxes with removable covers. When repairs are needed, the cabin involved is shut off independently of the others.

Longest hot-water run is about 200' from the auxiliary tank.

Merion Powell
Elk Rapids, Mich.

How to determine the actual shade of flat paint

Our building and alteration work frequently requires us to re-paint with flat wall paint or touch up repaired surfaces. We determine the exact shade the flat wall paint will have when it dries by brushing some on a piece of clean

white blotter. The blotter quickly absorbs the oils, leaving the pigments on the surface where they show the final color the dry paint will have.

H. Josephs
Gardenville, Pa.

How to cut shingles to prevent leaks

THE WORLD'S LARGEST

Laminated Plastic Panels for Countertops

by CONSOWELD!

12'

51"

EXCLUSIVE!

...a single
CONSOWELD
giant panel covers
up to 12 feet—
WITHOUT SEAMS!

**Consoweld's new JUMBO panels
save time, money and materials
for builders and remodelers!**

Look, no seams! It's another big Consoweld difference that now gives countertops the "custom-look." It is a new kind of glamour feature that has exciting appeal to home buyers.

Only Consoweld makes top-quality laminated plastic panels in this super size. You use only one or two panels. It saves installation time and effort—and materials.

Nothing protects or beautifies countertops and other decorative surfaces better than Consoweld. It is a hard, solid laminated plastic that resists heat, wear, scratches and scuffing—never needs painting, easily wipes sparkling clean with a damp cloth.

It's amazing how the durability and distinctive beauty of Consoweld can help you sell your houses easier and faster, and "clinch" remodeling jobs for you. For full details about Consoweld's patterns, sizes, colors—and name of your nearest distributor, mail the coupon now.

CONSOWELD CORPORATION, Wisconsin Rapids, Wisconsin

Please send me details on Consoweld laminated plastic countertops and name of nearest distributor.

Name

Firm

Address

City State

Please check type of business

Architect ☐

Builder ☐

School ☐

Other ☐

AB-59



78

CUT LABOR COSTS...USE RUST RESISTANT NAILS YOU CAN D-R-I-V-E!



MAZE INTERIOR NAILS

Ring & Spiral Shanks For Flooring, Underlayment, Plywood, Drywall, Truss Rafter, Pole Barns, Masonry, Pallets, etc. Also Colored Nails to Match Wallboards.

MAZE

STORMGUARD® NAILS

STRONG STEEL NAILS
DOUBLE-DIPPED IN
MOLTEN "RUST-
RESISTANT" ZINC

HAMMER ALL YOU WANT

Maze's unique STORMGUARD process provides a tight bond between inner steel core and the heavy zinc coating . . . without filling up the threads on ring shank and screw shank nails. And — STORMGUARDS drive straight and true!

THIN
CHECKED
HEADS

STIFF
SLENDER
SHANKS

DOUBLE-
DIPPED
ZINC
COATING

CLEAN
THREADS

FOR ROOFING ...

Asphalt Shingle Nails, Cedar, Asbestos, Insulation Roof Deck, Lead Head & Umbrella Head Nails, etc.

SIDING ...

Nails for Wood, Cedar Shake, Asbestos, Insulating, Hardboard Siding, etc.

TRIM ...

Casing, Finishing, Box & Common Nails, etc.

NOTE: In a zinc coated nail, F.H.A. requires the hot-dipped type for all exterior work . . . and now specifies threaded nails for application into plywood roof and wall sheathing.

IN COLORS TO MATCH ALL POPULAR SIDINGS—11 Stock Colors . . . 40 others on request

SEND SAMPLES

☐ COLORED NAILS ☐ ROOFING NAILS ☐ SIDING NAILS ☐ TRIM NAILS

NAME _____

FIRM _____

STREET _____

CITY _____

STATE _____



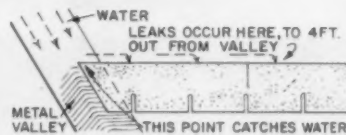
W. H. MAZE COMPANY

PERU 3, ILLINOIS

HOW TO DO IT BETTER

(Continued from page 220)

An easy way to prevent leaks in roof valleys



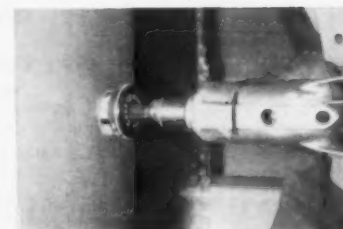
WRONG



RIGHT

I've used this method successfully for over 30 years to waterproof the valleys of asphalt-shingled roofs. So far, I've had no complaints of leaks. As the drawings show, it simply involves clipping the point of the shingle to keep water from getting behind it. Merion Powell, Elk Rapids, Mich.

Remodeling tip: wooden plug simplifies enlarging lock-set holes



We use this method to enlarge lock-set holes. First plug the original hole with a round block (see photo). Then drill a small center hole in the plug, to act as a guide for the hole saw. The hole is now easily cut to the new diameter.

Harry J. Miller, Sarasota, Fla.

SHAKES ALIVE...with **Shakolor**

* a revolutionary new concept in shake
finishes... factory applied
to all **Shakertown**[®] red cedar
GLUMAC panels

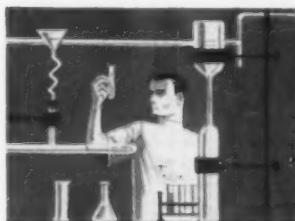
Shakertown red cedar Shake panels now feature a superior new finish that provides even greater resistance to weathering. Available in twelve magnificent Shakolors, the new finish assures extended color fidelity and reduced maintenance.

Glumac panels are produced with a special backer board for maximum insulation. They have a lower applied cost than any other type of siding. Matching colored nails (supplied with each carton) and Jiffy corners guarantee additional building economies. For complete details, use the convenient coupon below.

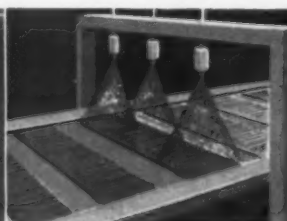
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laboratories of
Shakertown
a superior finish
having greater life



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CORPORATION



Developed after years
of laboratory research.



Scientifically applied for
coverage and penetration.



Field tested under all
conditions in all climates.



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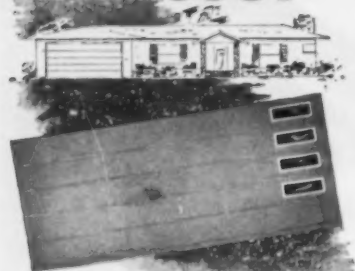
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CORPORATION

Department AB-59
20310 Kinsman Road
Cleveland 22, Ohio

Please send me the
Shakertown Color Ideabook.

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Featuring Exclusive
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The Value Packed Raynor Jet means
Faster Sales ... Greater Profits

- * New floating face construction prevents warping
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Adds EXTRA
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The Raynor residential operator is the most modern, compact unit available, shipped completely assembled and weighing only 60 pounds, it can be easily installed by one man.

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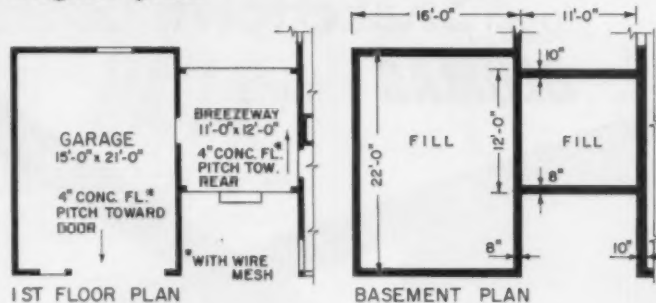
Builders of a Complete Line of Quality Overhead Type Doors

American
Builder

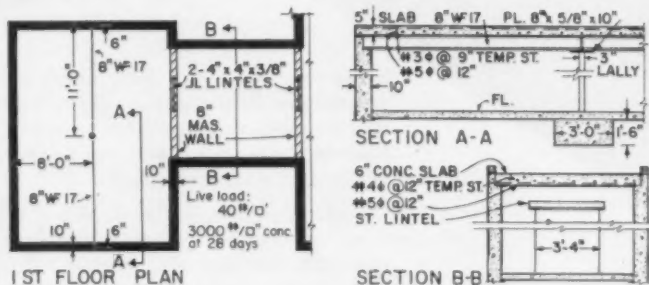
TRAINING YOUR MEN

Ask the experts...

Original plans



Revised plans



Reinforced concrete slab garage adds basement space to house

QUESTION: (1) I would like to revise my house plans to allow for a laundry room under the breezeway. Also, since the terrain slopes away from the house, I want to extend the basement under the garage. How can I build the most economical reinforced concrete slab for garage and breezeway?

(2) To assure as warm a basement floor as possible, how can I insulate at minimum expense for best possible job? If Styrofoam is suitable, how is it installed?

W. N. Thompson
Mont Vernon, N.H.

ANSWER: For a 40-psf live load in the breezeway, use a 6-in. reinforced concrete slab with the main reinforcing running in the 11-ft. direction. The garage needs a 5-in. thick slab with reinforcing steel in same direction. See drawings above for details.

(2) Styrofoam insulation in the basement slab should be quite suitable. Usually it is placed under the outside 18 in. of slab's periphery. To prevent dampness, use vapor-barrier film under slab.

George A. Kennedy
Structural Engineer
Chicago, Ill.



LET'S PUT THE COSTS IN BLACK AND WHITE



WHEN YOU TALK ABOUT MATERIAL

PRICES... *be sure*

Too many times when you talk of prices you are "Leading with your Chin," and could be "Buying a Pig in a Poke."

Take the comparison of the new Peerless Home as an example. The basic price appears to be \$1103.00 over a similar home. We say similar, because the actual floor plan is very much alike except... the Peerless has 178 square feet more area.

Really more basic features are included in the Peerless Home, which, when included in the other home actually raises their total to \$331.00 more than the Peerless.

For comparison and proof check the items listed here and... be sure your COSTS are in black and white.

Contact Richmond Homes for complete information and further comparison figures... turn your costs into profits.

INCLUDED IN BASIC PACKAGE

CHIMNEY	Yes
CEDAR SHAKES OR HARDBOARD SIDING	
Applied and Primed	Yes
SHEATHING—1/2" Impregnated Applied	Yes
EXTERIOR FRAMING—2 x 4—16" o.c.	Yes
ROOF AND CEILING FRAMING—Trusses—24" o.c.	Yes
ROOFING, Precut Plywood Panels—Shingles and Felt	Yes
OVERHANG	18" Front & Rear 8" Gable
EXTERIOR DOORS, Hung in Jambs	Yes
INTERIOR DOORS, Hung in Jambs	Yes
Prefinished and Trimmed One Side	Yes
Material	Mahogany
INTERIOR TRIM	
Closets, Window and Access Trim	Yes
COMBINATION DOORS, Aluminum, Furnished	Yes
SCREENS Furnished	Yes
KITCHEN CABINETS	
Birch with Double Bowl Sink in	
Fruitwood, Suede or Cinnamon	Yes
FLOOR AREA	1051 Square Feet



RICHMOND, INDIANA

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finishing concrete

A Complete Line of
Concrete Construction
Equipment.



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Vibrators



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Once on the concrete, the operator can float and finish with the same set of combination blades. The blades are easily adjusted to any pitch while the machine is running by a knob on the handle.

Builders also like the exclusive Stow Dead-Man clutch control; merely by letting go of the clutch the operator stops the blades without stopping the engine. This is an important safety feature.

Stow Roto-Trowels are easier to start too. The manual clutch control makes it possible to start at full throttle if necessary . . . this is impossible with a centrifugal clutch unless the belt is removed.

Stow Roto-Trowels are built for safety, dependability, and long life . . . built to produce excellent concrete finishes.

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I'm interested in the Stow Line of Concrete Construction Equipment. Send a complete catalog and name of nearest distributor.

I am particularly interested in _____

Name _____ Title _____

Company _____

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ASK THE EXPERTS

(Continued from page 224)

Remodeling problem: how to end basement paint failure

QUESTION: On a remodeling job I would like to beautify the basement, the block walls of which have a history of paint failure. Two masonry color-waterproofing coats have been applied to this wall several years apart. While over 90 per cent of the coating has adhered to the surface, below grade the surface is covered with blisters. Each blister is filled with water plus a dark red-brown granular material much like rust. And the blisters have formed only on the block surface, not on the mortar joints.

The house was built in 1941 in an area that has very damp clay at a depth of three feet. Foundation walls are of rough-surfaced 8-in. block. Although the walls are plumb and sound, with no active seepage, the basement remains damp because of the defects noted above.

The flue-fireplace foundation brick and surrounding masonry have been painted with aluminum paint that has not failed.

I had thought of pargeting the walls with a smooth cement coating or, if impractical, grinding the masonry to reasonable trueness.

What preparation do you recommend for these walls and, if pargeting is possible, what formulation should be used? In either case, as a final color coat, would a masonry or a latex paint be more serviceable?

Charles R. Baker
Indianapolis, Ind.

ANSWER: You furnished your own answer in your letter. The damp clay causes the blisters, since they appear only below exterior grade.

Your best solution is to apply a generous layer of pargeting on the interior, especially below grade. It should contain a waterproofing admixture, such as Anti-Hydro, Ceresit, Sika, Thoroseal, etc. Your local building-supply dealer can furnish manufacturer's brochures describing the uses and applications of these products.

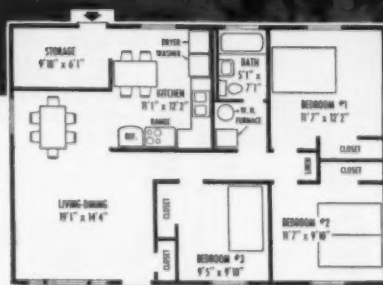
Latex paint is recommended as a final color coat. It is more waterproof and should have less tendency to peel.

George A. Kennedy
Structural Engineer
Chicago, Illinois

1,005 SQ. FT. FOR THE \$10,500 MARKET!



Family Planned: 3 bedrooms, 1 bath, 1,005 sq. ft.
Dimensions: 26' x 38'8". Basement or basementless plans.



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Join the exclusive group of builders who can build for the \$10,500 market—and sell at a good profit.

BEFORE YOU START—Get the construction financing plan that beats them all—team up with Harnischfeger!

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WHEN YOU SHOW THE DISPLAY HOME—P&H architecture, landscaping, color styling, and promotion assistance are prepared for you by specialists for the extra professional touch that adds top saleability to your homes.

In addition to more floor space, the CONOVER offers these exciting Family Plan advantages: two spacious dining areas—one adjacent to the living room, another in the kitchen; architect-planned interior and exterior styling variations for complete home individuality; an abundance of closets. Top-quality construction includes 2 x 4 framing members in exterior walls, vapor-barrier insulation, Weiser hardware, easily-installed wood or steel kitchen cabinets, and many other P&H features.

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THE SIGHT IS RIGHT WITH A

DAVID WHITE

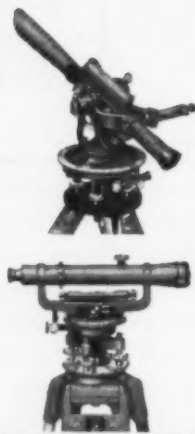
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Prices slightly higher west of the Rocky Mountains.

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ESTIMATING TAKE-OFF

(Continued from page 97)

2x4" Fir Roof Rafters	715 lin. ft.
2x4" Fir Roof Joists	640 lin. ft.
2x4" Fir Roof Ledger	30 lin. ft.
2x3" Fir Floor Ledger	85 lin. ft.
1x10" Fir. Wind. Lintel Gusset	25 lin. ft.
1x3" Fir Wall Furring	555 lin. ft.
Plywood 1/2" Floor Lining	1,225 sq. ft.
Plywood 1/2" Roof Lining	1,805 sq. ft.
Plywood 1/2" Wall Lining	890 sq. ft.
1x4x8 111 Ext. Wall Vert. Siding	890 sq. ft.
Fiberglass 2" Roof Lining	845 sq. ft.
Fiberglass 2" Wall Insulation	290 sq. ft.
Blanket 2" Wall Insulation	675 sq. ft.
Blanket 2" Ceiling Insulation	700 sq. ft.
15 Felt Floor Isolation	1,225 sq. ft.
10-yr. Compos. 4-ply Roof Cover. & Flash.	2,650 sq. ft.
Wood Misc. Furring & Grounds	Sum
Metal Structure Hardware	Sum

—METAL SHEET WORK—

16-oz. Copper 10" Roof Flashing	55 lin. ft.
16-oz. Copper 12" Chimney Flashing	8 lin. ft.
16-oz. Copper 11" Fascia & Gr. & Stop	290 lin. ft.

—METAL ORNA. & MISC. WORK—

3"-d. Steel 15# Lally Column & Pl.	15 lin. ft.
1/2" Steel Pl. 18x5" Raftor Gusset & Acc.	29 units
Steel Pl. 4'3x2'3" Firepl. Chamb. & Acc.	1 unit
Steel Pl. 18x18" Chim. Flue & Acc.	7 lin. ft.
Aluminum 12x6" Fd. Wall Vents	2 units
1 1/2" Galv. Steel 2'6" Airway Railing & Acc.	15 lin. ft.
St. Steel 42"x30"x6" Range Hood & Acc.	1 unit

—GYPSUM WALL & CEILING BOARDING—

Gypsum 1/2" T.J. Wall Boarding	3,490 sq. ft.
Gypsum 1/2" T.J. Ceil. Boarding	700 sq. ft.

—WOOD EXT. & INT. MILLWORK—

1 1/4" W. Pine 8'x6'8" Ext. Glz. Slid. Dr., F&T	1 unit
1 1/4" W. Pine 7'9x6'8" Ext. Flu. Slid. Dr., F&T	1 unit
1 1/4" W. Pine 6'3x6'8" Ext. Flu. Dr., Sl., F&T	1 unit
1 1/4" W. Pine 2'x6'8" Ext. Flu. Door, F&T	1 unit
1 1/4" W. Pine 2'8x6'8" Ext. Flu. Door, F&T	1 unit
1 1/4" Bir. Ven. 2'6x6'8" Int. Flu. Door, F&T	5 units
1 1/4" Bir. Ven. 2'4x6'8" Int. Flu. Door, F&T	2 units
1 1/4" Bir. Ven. 1'10x6'6" Int. Flu. Door, F&T	1 unit
1 1/4" Bir. Ven. 1'8x6'6" Int. Flu. Door, F&T	1 unit
1 1/4" Bir. Ven. 7'4x6'8" Int. Fold. Door, F&T	1 unit
1 1/4" Bir. Ven. 3'8x6'8" Int. Fold. Door, F&T	2 units
W. Pine 4'3x6'9" Awn. & Fix. Wind., F&T	1 unit
W. Pine 3'6x5'9" Awn. & Fix. Wind., F&T	3 units
W. Pine 4'x3'6" Awn. & Fix. Wind., F&T	1 unit
W. Pine 3'6x2'6" Awn. & Fix. Wind., F&T	8 units
Oak & Pine 6R.x3'5" Int. Stairs	2 units
Oak & Pine Stair Handrail & Acc.	15 lin. ft.
Birch Plyw'd 1/2" Wall Paneling	100 sq. ft.
Birch Plyw'd 1/2"x2 1/2" Wall Base & M'd'g	10 lin. ft.
Birch Plyw'd 3/4"x6" Wall Cap & M'd'g	10 lin. ft.
Birch Plyw'd Single Door Jamb & Trim	1 unit
Plyw'd & Formica 3'3x1'9x2'6" Bath Vanity Cab.	2 units
W. Pine 1x15" Ext. Wl. Frieze	10 lin. ft.
W. Pine 1x9" Ext. Wl. Frieze	60 lin. ft.
W. Pine 1x4" Ext. Wl. Frieze	110 lin. ft.
W. Pine 1/2"x2 1/2" Wall Base & M'd'g	355 lin. ft.
W. Pine 1x12" Closet Shelving	35 lin. ft.
W. Pine 1"x2" Shelf Cleat	55 lin. ft.
Fir 1 1/4"-d. Closet Clothes Pole	35 lin. ft.
1/2" Pl. Glass Door & Sidelight Panes	65 sq. ft.
DSA 1/2" Glass Window Panes	155 sq. ft.
OBS Glass Window Panes	10 sq. ft.
1/4" Pl. Glass Window Panes	10 sq. ft.
Oakum & Mast. Door & Wind. Caulking	250 lin. ft.
Metal Finish Hardware	Sum

—PREFINISHED KITCHEN CABINETS & ACCESS.—

Prefinished 2'9x2'3" Sink Cab. & Acc.	1 unit
Prefinished 3'3"x2'3" Range Cab. & Acc.	1 unit
Prefinished 2'x7'9x2" Broom Cab. & Acc.	1 unit
Prefinished 3'6x2'3" Base Cab. & Acc.	1 unit
Prefinished 1'4x2'3" Base Cab. & Acc.	1 unit
Prefinished 2'3x2'3x1" Wall Cab. & Acc.	2 units
Prefinished 2'8x2'3x1" Wall Cab. & Acc.	2 units
Prefinished 3'3x2x1" Wall Cab. & Acc.	1 unit
Prefinished 2x7'6x2" Oven Cab. & Acc.	1 unit

—HARDWOOD FINISH FLOORING—

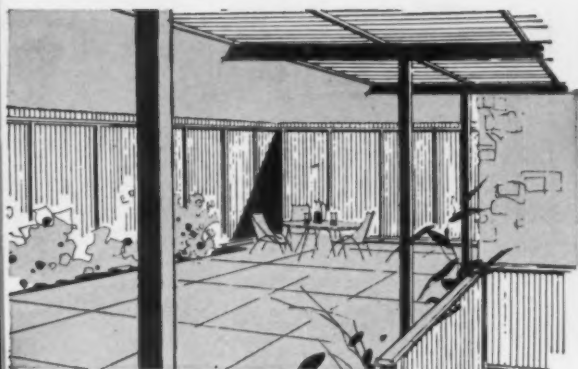
Hardwood 1/2" Finish Flooring	1,045 sq. ft.
Machine Floor Sanding	1,045 sq. ft.
Varnish Floor 2 coats	1,045 sq. ft.

—ASPHALT & RUBBER FLR. & BASE TILING—

Asphalt Floor Tiling	625 sq. ft.
Rubber 4" Wall Base	130 lin. ft.

—CERAMIC FLOOR, WALL & COUNTER TILING—

Ceramic Floor Tiling	70 sq. ft.
Ceramic Wall Tiling	270 sq. ft.
Ceramic 6" Wall Base	30 lin. ft.
Ceramic Counter Top Tiling	35 sq. ft.



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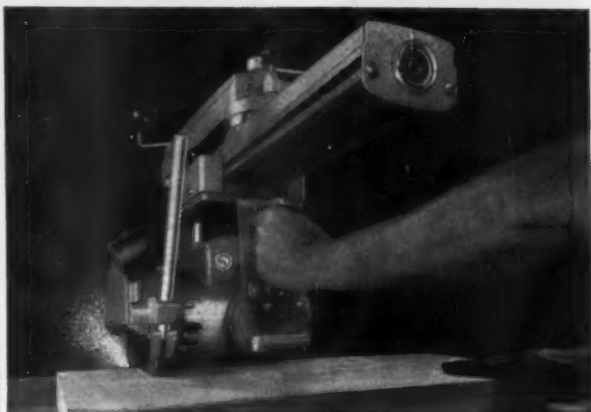
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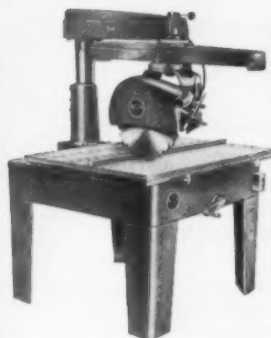
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NEW DELTA "SUPER 900" RADIAL SAW

Newest of Delta's famous, complete line of radial saws—the 9" "Super 900"—gives you extra power at the blade where you need it. Match the tool to your job. For the biggest savings in time and money choose the Delta radial saw with the guts you require:



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—3, 5 and 7½ h.p.
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10" PORTABLE RADIAL SAW
carry it where you need it—1½
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9" "SUPER 900" RADIAL SAW
honest 1 h.p. motor develops
up to 2 h.p. under load.



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See Delta Radial Saws at your nearest Delta Dealer
... he's listed under "TOOLS" in the Yellow Pages

DELTA POWER TOOLS

another fine product by

ROCKWELL



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for AREAWALLS!



STREAMLINED-
STRAIGHT

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We make the Galvanized Steel Areawalls you want
All shapes - All sizes - Special sizes too

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The Nation's Best. Gal-
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write us direct for FREE
illustrated folders. We make
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Prompt shipment. And note
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have proved it—

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CLOSING SALES
RIGHT
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*In-Sink-Erator offers selling power
far beyond its modest price...*

because...

experience shows that women *thoroughly* dislike messing with garbage.

because...

delegates to the Women's Conference on Housing voted the garbage disposer their *most-wanted appliance*—by as much as 3 to 1—on a list of wanted home features.

because...

by survey, *7 out of 10 women* who own an In-Sink-Erator name it their favorite or next-to-favorite appliance.

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For a disposer for every need, see our catalog in Sweet's light construction file; Sweet's architectural file; call your plumber; or write, wire or phone In-Sink-Erator Mfg. Co., Dept. AB-95, Racine, Wis., originator and perfecter of the garbage disposer.

In-Sink-Erator
garbage disposer



ESTIMATING TAKE-OFF

(Continued from page 228)

—PAINT INT. & EXT. FINISH—

Lead & Oil Int. Millwork 3 coats	525 sq. ft.
Lead & Oil Ext. Millwork 3 coats	450 sq. ft.
Lead & Oil Fibreb'd Cell 3 coats	845 sq. ft.
Lead & Oil Ext. Wl. Siding 3 coats	890 sq. ft.
Lead & Oil Gyp. Bd. Wall 3 Coats	3,490 sq. ft.
Lead & Oil Gyp. Bd. Cell. 3 coats	700 sq. ft.
Lead & Oil Misc. Metal 2 coats	105 sq. ft.
Stain & Varn. Int. Millwork 4 coats	575 sq. ft.
Stain & Varn. Expos. Rafter 3 coats	500 sq. ft.

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Water Service Connect. & Piping	1 unit
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Sanitary Service Connect. & Piping	1 unit
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Lavatory Piping & Accessories	2 units
Bath Tub Piping & Accessories	1 unit
Shower Piping & Accessories	1 unit
Water Closet Piping & Accessories	2 units
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Dish Washer Piping & Accessories	1 unit
H. W. Heater Piping & Accessories	1 unit
Hose Bibb Plumbing & Accessories	2 units

—ELECTRICAL SYSTEM & FIXTURES—

Electric Service Connection	1 unit
Electric Service Panel & Switch	1 unit
Light Outlets & Wiring	15 units
Convenience Outlets & Wiring	21 units
Convenience W. P. Outlets & Wiring	1 unit
Power Outlets & Wiring	2 units
Sing. Gang Switch Outlets & Wiring	7 units
2 Gang Switch Outlets & Wiring	3 units
Light Wall & Cell. Fixtures	13 units
Light W. P. Wall & Cell. Fixtures	2 units
Entrance P. B. Chime & Wiring	1 unit
Exhaust Fans Connection & Wiring	2 units
Teleph. Serv. Connection & Wiring	1 unit
Television Antenna & Wiring	1 unit
H. W. Heater Connection & Wiring	1 unit
Furnace Connection & Wiring	1 unit
Top Plate Connection & Wiring	1 unit
Oven Connection & Wiring	1 unit

—ALTERNATE #1 ROOF CONSTRUCTION DEDUCTIONS—

3"x8"D45 Fir Expos. Roof Rafters	315 lin. ft.
Fibreboard 2" Roof Lining	845 sq. ft.
W. Pine 1x15" Ext. Wl. Frieze	10 lin. ft.
W. Pine 1x9" Ext. Wl. Frieze	60 lin. ft.
1/4" Steel Pl. 18x3" Rafter Gussat	19 units
Gypsum 1/2" T. J. Wall Boarding	50 sq. ft.
Stain & Varn. Expos. Rafter 3 Coats	500 sq. ft.
Lead & Oil Fibre'd Cell. 3 Coats	845 sq. ft.

—ALTERNATE #1 ROOF CONSTRUCTION ADDITIONS—

2x4" Fir Roof Rafters	315 lin. ft.
2x4" Fir 16" o. c. Cell. Joists	415 lin. ft.
2x4" Fir Rafter Braces	45 lin. ft.
2x4" Fir Fire Stop	45 lin. ft.
Fibreboard 2" Cell. Insulation	550 sq. ft.
W. Pine 1x4" Ext. Wl. Frieze	80 lin. ft.
Gypsum 1/2" T. J. Cell. Boarding	550 sq. ft.
Lead & Oil Gyp. Bd. Cell. 3 Coats	550 sq. ft.

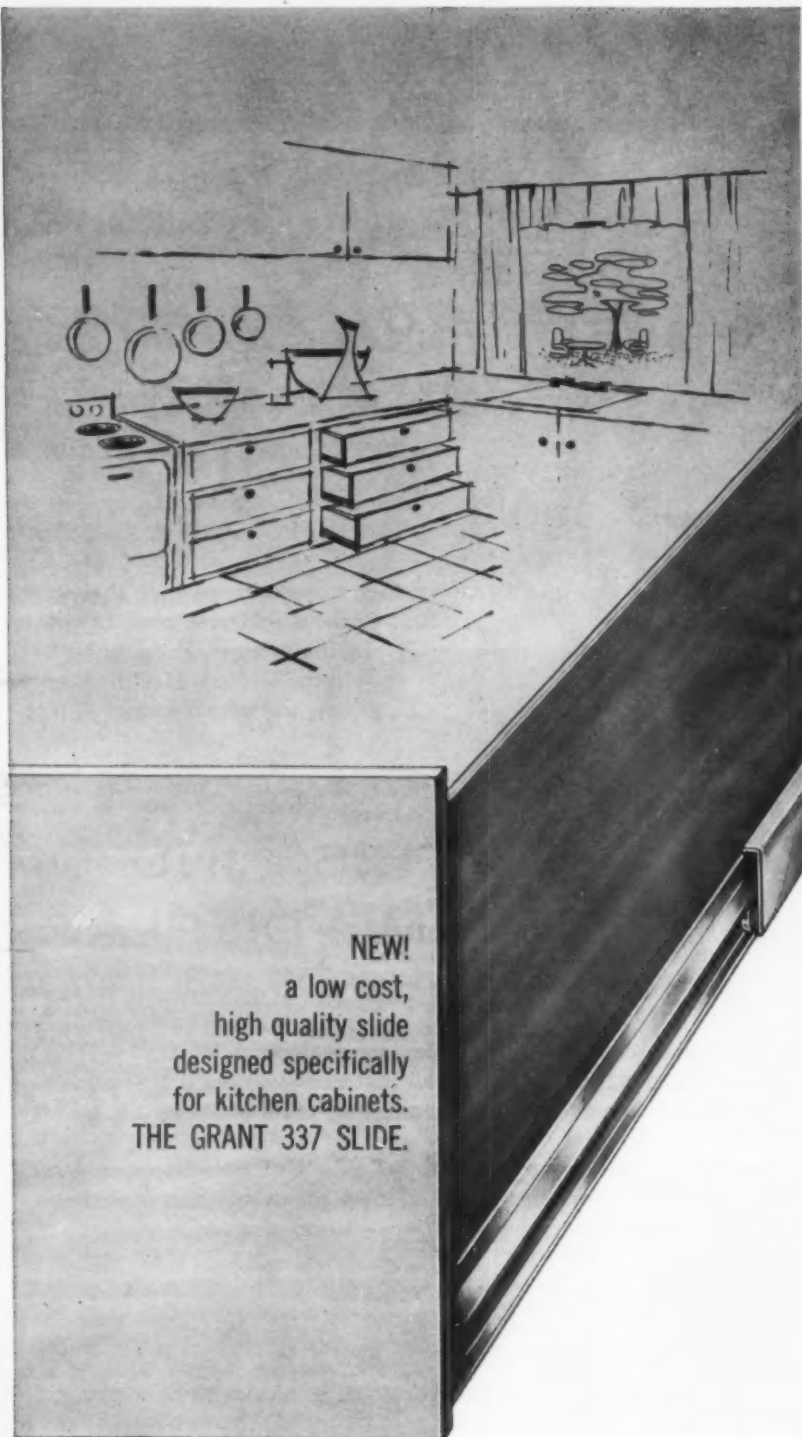
—ALTERNATE #2 GARAGE CONSTRUCTION— ADDITIONS—

2x4" Fir Roof Rafters	450 lin. ft.
2x4" Fir Ceiling Joists	380 lin. ft.
2x4" Fir Fire Stops	50 lin. ft.
2x4" Fir Ext. Wall Studs	255 lin. ft.
2x4" Fir Wall Sill	45 lin. ft.
2-2x4" Fir Wall Plate	45 lin. ft.
2-2x4" Fir Door & Window Header	10 lin. ft.
2-2x4" Fir Window Sill	5 lin. ft.
2x4" Fir Door & Window Jack Studs	30 lin. ft.
2x4" Fir Truss Members	95 lin. ft.
Plywood 1/2" Truss Bussel	25 sq. ft.
Plywood 1/2" Roof Lining	25 sq. ft.
Plywood 1/2" Wall Lining	310 sq. ft.
W. Pine 1"x4" Ext. Wl. Frieze	70 lin. ft.
W. Pine 3"x2 1/2" Awn. Wind. F.&T.	2 units
1 1/2" W. Pine 2"x6 1/2" Ext. Flu. Door, F.&T.	1 unit
1 1/2" Fir 16"x8" Or'd'd Door, F.&T.	1 unit
10-yr. Compos. 4-ply Roof Cover & Flash.	25 sq. ft.
16-oz. Copper 10" Roof Flashing	20 lin. ft.
16-oz. Copper 11" Fascia & Gravel Stop	10 lin. ft.
Texture 1-11 Ext. Wall Vert. Siding	235 sq. ft.
Steel 2x2x1/4" Door Saddle	15 lin. ft.
Lead & Oil Ext. Millwork 3 coats	560 sq. ft.

—ALTERNATE #2 GARAGE CONSTRUCTION— DEDUCTIONS—

4x10"D45 Fir Roof Beams	47 lin. ft.
2x4" Fir Roof Joists	430 lin. ft.
1 1/2" W. Pine 7'9x6'8 Ext. Flu. Slid. Dr., F.&T.	1 unit

FROM THE ground UP



NEW!
a low cost,
high quality slide
designed specifically
for kitchen cabinets.
THE GRANT 337 SLIDE.

When the chips are down — and the "Model Home" sign is up and your salesmen are waiting in the garage to write up the orders — do you ever stop to consider what features in your home will be the ones to "stop" the crowds?

Do you find (as do most home builders) that, for the woman, your sale is clinched or killed in the confines of the kitchen?

It would seem, of late, that the kitchen has more sell-power per square foot than any other portion of the new home—and, considering the fact that the better half spends better than half her day in those confines—dollar for dollar, one of your best investments is in the direction of more "functional" kitchens.

Grant Slides are convincers. Mount them to your cabinet drawers — let your prospects glide them open and shut with a flick of the finger, and you've gone a long way towards graphically saying "This Home is a Quality Home."

Grant's new 337 slide—designed specifically for kitchen cabinets, has all the quality characteristics of more expensive slides. It is available in "production" packages; contains a positive mechanical stop; allows for easy, quick drawer removal; takes only 1/2" side space — and is low in cost.

Why not take a long but inexpensive step towards adding to the value (and sell-ability) of your new homes by writing for additional data on Grant's new 337 slide — and the full line of Grant Slides?

GRANT SLIDING HARDWARE



GRANT PULLEY AND HARDWARE CORPORATION

1 High Street, West Nyack, New York • 944 Long Beach Avenue, Los Angeles 21, Cal.

sliding door hardware • drawer slides • drapery hardware • pocket frames • pulls • special sliding hardware

YOU GET THESE SURE STEPS

1. THIS KIND OF ADVERTISING SUPPORT



(in magazines like *House Beautiful*
Better Homes and Gardens)

When your model homes boast "bathrooms by Crane," there's a **POWERFUL PRE-SELL** working in your favor. Your visitors *know* Crane quality. From their favorite magazines, they know that Crane is preferred over any other plumbing brand—leading by 28% in the latest poll of preference. Now, how to make the most of it...

2. THIS KIND OF MODEL HOME DISPLAYS

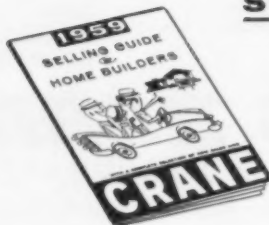
(ask your Crane Representative for proven sales aids)

Here is the way to capitalize on the known preference for Crane—and it costs you not a penny! The promotional materials you see here—guide arrows, site signs, window and product signs—they're all yours for the asking! Just...

Call your Crane Plumbing and Heating Dealer or Crane Representative. Learn how effectively Crane helps you promote the sale of homes that start off with the big advantage of having Crane—the preferred plumbing.

THIS HANDY BOOKLET

tells how to advertise and promote your model homes... describes the many sales aids available from Crane. Ask for your copy—today!



UP
STEP YOUR SALES WITH

CRANE®

THE PREFERRED PLUMBING

CRANE CO., 836 SOUTH MICHIGAN AVENUE, CHICAGO 5, ILL. • VALVES • FITTINGS • PIPE • PLUMBING • HEATING • AIR CONDITIONING

TO SALES WITH CRANE



GUIDE ARROWS—colorful, imprinted.
Use all around your model home.



SITE SIGNS—big 26" x 20" weatherproof
signs with your name imprinted.



WINDOW SIGNS—bright colors attract
attention, set stage for selling.



BATHROOM SIGNS—let people know
that you use Crane—the preferred plumbing.



DIAL-EZE DISPLAY—tells "inside
story" on high quality built into your home.

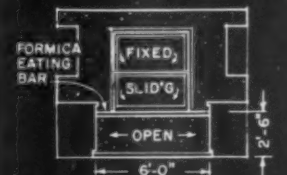


PLUMBING BROCHURE—colorful
folder tells prospects why you chose Crane.

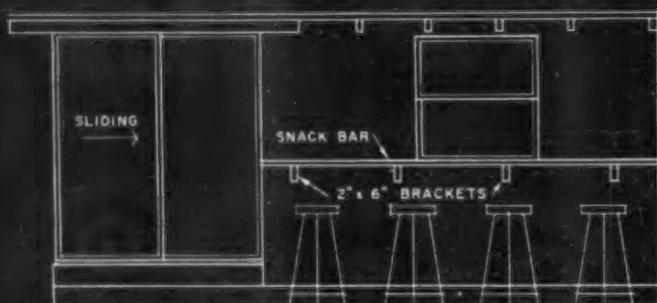
BETTER DETAIL PLATE



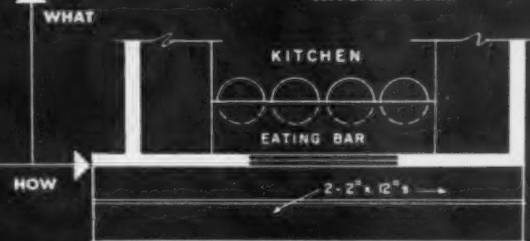
KITCHEN PLAN



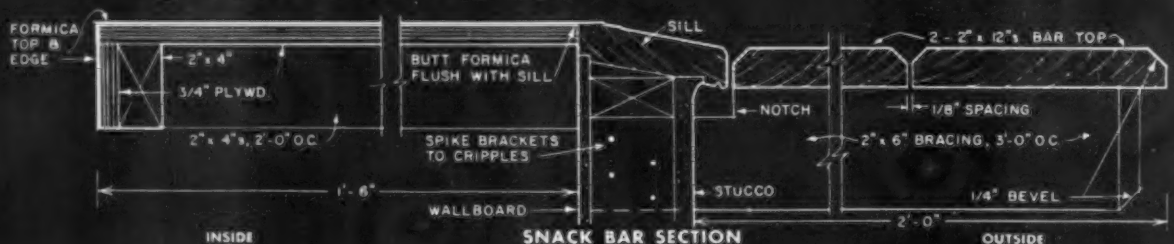
KITCHEN BAR



PATIO BAR ELEVATION



PATIO BAR PLAN



SNACK BAR SECTION

This easy-to-build indoor-outdoor snack bar appeals to buyers with a taste for outdoor living

Today's home buyer is demanding better homes and more built-in conveniences. So the smart builder will try to pack maximum buyer appeal into everything he builds. For example, the William

Blackfield organization offers such extras as this inside-outside eating bar in its Marin Estates development houses, near San Francisco. Inside, is a Formica counter; outside is redwood.

Now CURON Wall Covering solves noise plus decorating problems in all these places:

- EXECUTIVE OFFICES
- CONFERENCE ROOMS
- RECEPTION ROOMS
- OFFICE MACHINE AREAS
- CROWDED OFFICE SPACE

CURON* wall covering, composed of millions of tiny air cells in a fine grained texture, offers you unusual acoustical, insulating and decorating properties...for all types of commercial and residential building. These exclusive properties of CURON wall covering save you time and money.

DECORATION AND MAINTENANCE. While most acoustical materials are unsuited as wall coverings—either because of their “factory look” or their brittleness—flexible CURON wall and ceiling coverings come in a variety of sizes and shapes . . . in 24 colors which combine in beautiful designs for eye pleasing effects. Colors are light fast, require no painting or repainting. Ease of maintenance is important, too. Because CURON is non static, wall and ceiling coverings do not attract or hold dirt and dust . . . can be cleaned easily with a vacuum. Spots and stains come off with warm water and soap suds or ordinary cleaners. And it's easy to replace or remove CURON wall and ceiling coverings.

EASE AND ECONOMY OF INSTALLATION. Because of its light weight and flexibility, CURON wall covering is easy to install . . . over any solid surface including plaster, plaster-board, wood, cement, concrete, even cinderblock . . . with ordinary commercial adhesives (e. g. wall paper paste). This eliminates special mounting fixtures, furring strips or expensive adhesives which greatly increase material and labor costs.

NOISE CONTROL. Noise control is an exclusive advantage of this new *light-weight* decorating material. By using CURON wall covering on walls and ceilings the architect or builder obtains *nearly twice as much total absorption* as compared to ceiling installations of standard acoustical tile.

INSULATING PROPERTIES. As a heat and cold insulating material, CURON wall covering rates high. It has a K factor of .27 at average room temperatures and maintains its *flexibility* over a wide range so that it may be used for virtually every kind of insulating application. Unlike other materials, CURON wall covering does not pack, retains its effectiveness for years and is unaffected by moisture.

FIRE RETARDANT. Independent laboratories have tested CURON wall and ceiling coverings for flame resistance. Under U. S. Federal Specification SS-A-118B for acoustical materials it has received a class “B” rating . . . and has been found highly acceptable when tested in accordance with the American Society for Testing Materials Specification E84-50T. CURON wall covering has been FHA-accepted as a building material throughout the United States.

OFFERS EXCLUSIVE ADVANTAGES. Only CURON wall covering offers you all the advantages of a noise control material plus decorating and insulating properties. These properties overcome fatigue, increase efficiency and production, save time and tempers, and add to the well being of personnel. Important to you, too, CURON wall covering saves you time and money! Call your dealer today for more details, or write: Curon Division, Curtiss-Wright Corporation, 50 Rockefeller Plaza, New York 20, N. Y.



CURON Wall Covering goes on any wall or ceiling, around curves, corners . . . covers cracks, cement, plaster, even cinderblock . . . cuts easily into shape. Ideal for remodeling, renovating.

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WALL COVERING

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In putting up ceiling tile, the easy way is the approved way... with DUO-FAST Tackers and resin-coated DUO-FAST Staples.

Tacking up polyethylene and other vapor barrier materials is easy with DUO-FAST. One hand does the job.

Use of long, heavy DUO-FAST Staples assures good installation of cornerite and metal lath.

Stapling up low-voltage, electric radiant heat cable is safe, fast and easy... the one-hand DUO-FAST way.

Application of shake undercoursing to sidewalls is a snap with the DUO-FAST Hammer Tacker.

Insulation work of all kinds is done faster, easier with DUO-FAST Hammer or Gun Tackers.

With DUO-FAST Automatic Tackers... do these 6 homebuilding jobs in half the time (or less)!

Shown here are just a few of the jobs on which DUO-FAST Automatic Tackers can save you money by saving time. There are literally hundreds more.

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**the New DUO-FAST
S-762 Air Stapler**

Drives 1", 1 1/4" and 1 1/2" staples (16-ga.) for gypsum lath, sheathing, subflooring, etc. Watch for it.

DUO-FAST

FASTENER CORPORATION

3754-64 River Road, Franklin Park, Ill.

How builders and LP-Gas dealers work together to increase their profits

If you're planning to equip your homes with LP-Gas equipment, consult your gas dealer first. He's probably anxious to promote use of his product, and you may be able to work out an agreement with him that will increase profits for both of you.

Saved \$240 per house

For example, Walter and Henry Steinly, of Joliet, Illinois, recently built a 300-home development, called Steinly Knolls. Each house (price range \$16,000-\$28,000) was equipped with an automatic LP-Gas furnace and an automatic LP-Gas water heater.

Before starting construction, the Steinly brothers talked to their local LP-Gas dealer, R. C. Drake. He agreed to install gas tanks for each home at his own cost. This saved the Steinlys \$240 per house—their cost for installing the tanks. And by assuming the service responsibility, Drake relieved the builders of a big headache.

Dealer sold equipment

In return, Drake received an order for the furnaces and water heaters. He was also in a good position to supply gas to the development, and was able to sell many other gas appliances to the Steinlys' home buyers.

Alexander Construction Co., of Colorado Springs, Colorado, made a similar arrangement with Drake for Hampton Park, their development near Chicago. The 1,300 National Homes prefabs in this community (price range \$13,100-\$18,900) have forced-air LP-Gas heating systems, central air conditioning, and 40-gal. LP-Gas water heaters.

Recovers investment

Drake buried a tank behind each house. The builder paid him \$40 per tank, but would receive 1/2 cent for each gallon of gas sold in the development until the \$40-per-tank investment was recovered.

Again, Drake was able to sell gas and appliances to the home buyers, and the builder made big savings on the cost of installing LP-Gas tanks and equipment.

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FORTUNE
 IN YOUR FUTURE!

SELL *Gertrude Ederle*



MIRACLE SWIMMING POOLS
 with Exclusive
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processing that makes this new pool germ-proof, odor-proof, mold-proof, mildew-proof PERMANENTLY.

If you want your future to bring YOU a fortune, if you have a "go-getting" outlook, then here's your chance to get started in a business already bulging with prospects. Demand is growing every day for the truly exciting Gertrude Ederle Dive 'N' Swim Pools, the only pool in America with COROBEX. COROBEX is the new miracle discovery that cuts down time-consuming, cost-consuming maintenance . . . makes many other swimming pools old fashioned . . . gives you a sales story that can't be matched by any other pool company in the world.

GERTRUDE EDERLE'S DIVE 'N' SWIM POOLS ARE PRE-SOLD FOR YOU! We create the desire with powerful advertising in newspapers and magazines, on radio and TV — you get the sales. Right now, the greatest expansion drive in our history is going on . . . and we have a few choice dealer and distributorships available. The possibilities for fabulous earnings are unlimited in both commercial and residential markets. Write us for full information.

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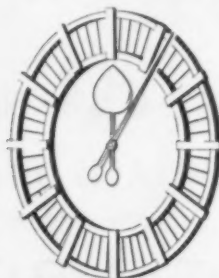
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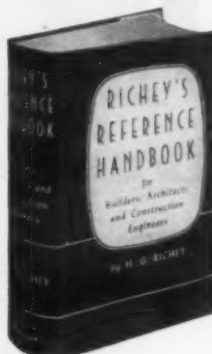
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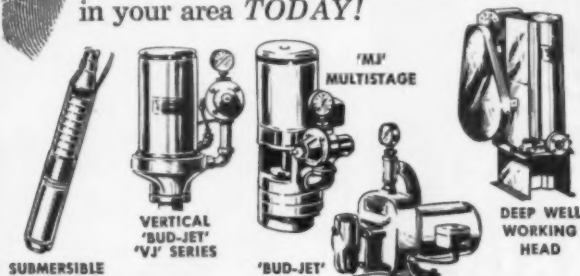
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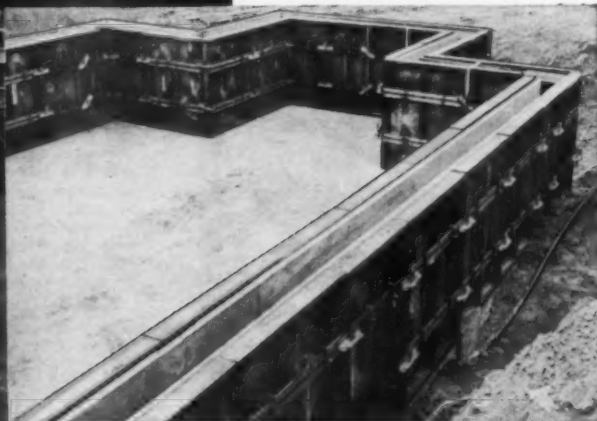
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**SUPER-FLO
DRAIN**



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Dept. AB-5 Michigan City, Indiana

**ALIVE
TODAY!**



Arch Lightbody, like 800,000 other Americans, is cured of cancer. Like 800,000 other Americans he went to his doctor in time—in time for early diagnosis and prompt and successful treatment. He learned that many cancers are curable if detected in time.

You can do two things to defeat cancer: Have an annual health checkup. Be alert to the 7 danger signals that could mean cancer:

1. Unusual bleeding or discharge.
 2. A lump or thickening in the breast or elsewhere.
 3. A sore that does not heal.
 4. Change in bowel or bladder habits.
 5. Hoarseness or cough.
 6. Indigestion or difficulty in swallowing.
 7. Change in a wart or mole.
- If your signal lasts longer than two weeks, go to your doctor to learn if it means cancer.

AMERICAN CANCER SOCIETY

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range of types and colors



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 - Copper Glaze
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- Hammered Metal
 - Antique finish

The trend can't be missed! Beautiful, lightweight metal tiles are selling better than ever. And that means VIKON METAL TILES—by the only manufacturer geared to give you nationwide service in this popular, practical type of tile.

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VIKON Tile Corporation
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MAY 1959

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GOOD WILL AND SALES

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NEVER-STAIN

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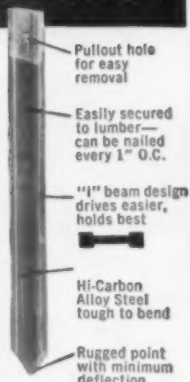
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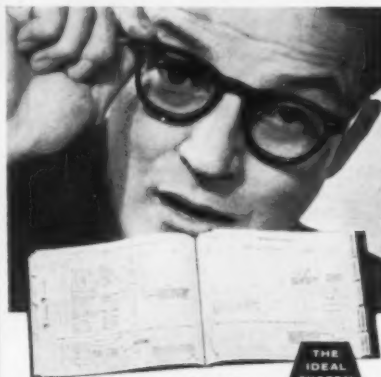
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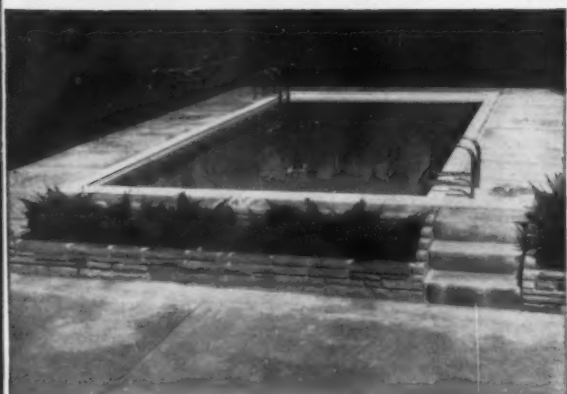
You must write us, prior to moving if possible, giving both old and new address, also postal zone. Allow three weeks for change.

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low-cost pool offers
builders greater profit
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**It's easier to sell, too, because
it's made of B.F. Goodrich Koroseal**

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- Aqua, pastel blue or starburst print
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Photo
courtesy of
Aqua Pools,
Chicago

Koroseal®
FLEXIBLE MATERIAL

B.F. Goodrich Koroseal flexible materials

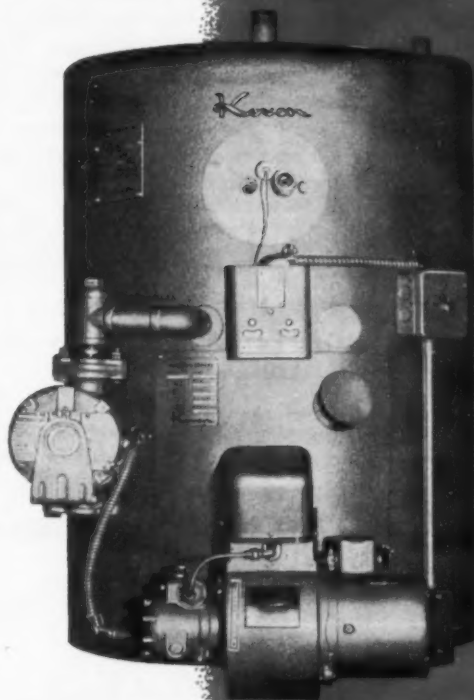
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A Space Saver...

That is also an
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Woven Pile Weatherstripping

PROTECTION—SILENT, SMOOTH, SURE

For doors or windows that move, nothing else offers the perfect seal and smooth operation you get with Schlegel Woven Pile Weatherstripping.

The natural resilience of pile permits *easy motion* under all temperature conditions. Schlegel's exclusive silicone treatment adds moisture resistance.

The seal is *quiet*—never any metallic scrape or plastic squeak.

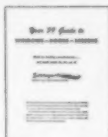
The protection is *permanent*. Openings sealed with Schlegel

weatherstripping 20 years ago still work perfectly.

The best windows and doors are engineered for weather protection and smooth operation with Schlegel Woven Pile.

FREE

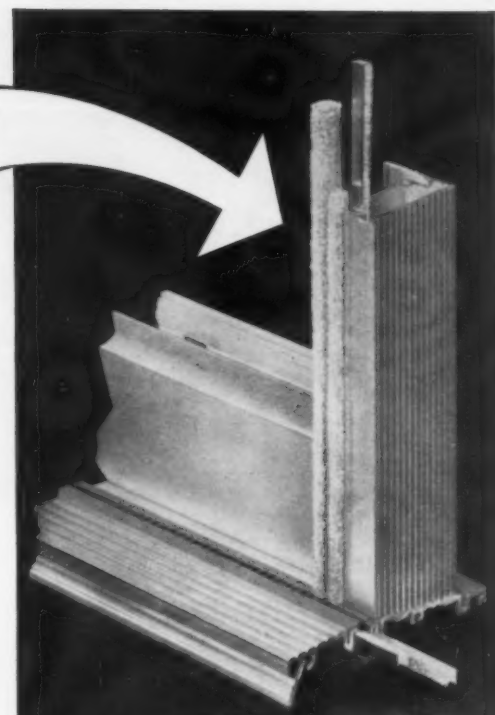
A new booklet lists (by types) doors and windows made better by the use of Schlegel Woven Pile—and tells who make them. We'll be glad to send you a copy.



WOVEN PILE WEATHERSTRIPPING

SCHLEGEL MANUFACTURING COMPANY

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Cross section (meeting stile and threshold) of a typical top-quality sliding door. Schlegel Woven Pile completely encloses the door opening.

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Eliminate friction of wood-against wood, keep drawers in alignment. Quick, easy to install. Performance compares with high priced slides. Made of perfectly molded NYLON rollers mounted on steel frames. Complaints, costly "call-backs" due to drawers sticking and binding are a thing of the past.

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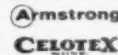
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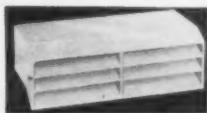
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**Sliding
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add
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Fashion
joins function
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Fleetlite Sliding Mirror Door. By-pass, single or double wall pocket style doors present an illusion of greater depth and spaciousness in any room while reflecting room decor. Designed for double glazing with $\frac{1}{4}"$ mirrors when used as room dividers or with mirrors and $\frac{1}{8}"$ hardboard backing for closet doors. Mirror frames are in clear or gold anodized aluminum. Adjustment bolts are offset from the frame for easy alignment.

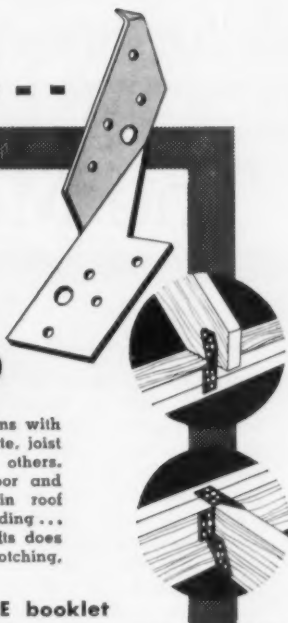
Fleetlite Sliding Mirror Doors are factory assembled and glazed and shipped ready for simple, three-step installation. Available in heights of 6' 8" and 8' 0" for face-mounted installations and 6' 9 $\frac{3}{8}"$ and 8' 1 $\frac{3}{8}"$ for recessed track installations. Widths for two panel by-pass and double pocket doors range from 3' 0" to 12' 0"; single pocket doors from 2' 6" to 6' 0". For new construction and remodeling. Write for catalog. Fleet of America, Inc., Dept AB-59, 2015 Walden Avenue, Buffalo 25, New York.

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framing anchor
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Please send color card on Cabot's Stains

The Month Ahead

Show him the cost!

One thing a buyer has to know exactly is what his house will cost him. This is where the small builder can take a lesson from the development builder. The latter usually posts complete price data in his model home. He shows the basic price, plus the price of all available extras. He shows the down payment required for each type of financing he uses, the monthly payments the buyer must make, and the income required to carry the mortgage. The buyer knows at a glance if he can afford the house; if he can't, no one's time is wasted.

Spring brings them out

Homebuyers are like flowers; they bloom in the spring. You've already seen the early eager beavers, during the warm weekends in April. But the real rush will begin in the next few weeks.

In a house, more than anything else, the first impression is the big one. If a buyer likes what he sees at first glance, he'll forget a lot of possible objections. But if something hits him the wrong way, he'll overlook all the good construction and extras that you've built in.

So don't forget anything. Make sure your paint job is perfect, your landscaping exciting, and everything neat as a pin. It may mean the difference between a sale and a wasted morning.

Warm weather is outdoor weather

May means the start of dependably good weather, which in turn means the start of the outdoor remodeling season. So it's a good time to sit down and re-examine your own position in the home-improvement market.

You hear a lot of talk about the remodeling "specialist" and the remodeling "expert." True, the remodeler does need some special skills: his estimating is harder, he'll run into more exacting cabinet and finishing work, and he needs first-rate supervision. But he needs these skills for only part of his remodeling. For the rest, ordinary crews and subs are perfectly adequate.

Lots of remodeling is really "new" work

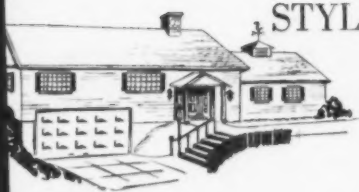
Let's look at some of the most common remodeling jobs. When you add a wing to a house, you're doing practically all new construction. Any man who's roofed a new house can reroof an old one; all he has to know is how to tear off old shingles, and perhaps replace a few pieces of trim. And painting is painting, whether it's on a new home or an old shack.

Here's a market you should tap

There's something else you may not have thought about. The "suede shoe" operators in your areas do an enormous amount of modernization. They seldom hire first-rate mechanics; usually they move into town, hire a few hammer monkeys, then send them out to slap up whatever product they're pushing.

This is work you can, and should be doing. You know that cheap labor seldom produces the lowest cost. Your own crews can do the same job better, and generally at a lower price. Why not give it a try? You'll be helping your customers as well as yourself.

COMING IN JUNE: How a little builder, working in a growth area, became a big builder... **a split level that started a design trend**...how a one-man firm builds and sells twenty-five houses a year.



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Hang Doors Faster...Easier

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No. 240
Ball-Bearing
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